

LIFE

IN THIS ISSUE
THE NEW SOUTH
A PHOTOGRAPHIC ESSAY



PRINCESS MARGARET
A CLOSE-UP

OCTOBER 31, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



o sure to charm a dear one's heart—and hand.
For this pen is *truly* new. Here are no mere
“changes,” but genuine *advances*—14 in all.
Among them a new filler . . . simple, clean, sure.
Visible ink supply . . . metered ink flow . . . exclu-
sive new safeguards against leaking. Fleet writing,
magically smooth, New “51” is a gift to be long
used with fond remembrance. Stepping far
ahead in precision and newness, the New “51”
is a value sure to endure.

Writes dry with wet ink!

For your
“someone special”...
*open up a new life
of writing ease!*

new *Aero-metric*

Parker

“51”



World's most wanted gift pen

• 7 rich colors and black to choose from. Regular size or smaller *demi-size*. Lustraloy or gold-filled caps. Sets, \$19.75 up. Pens, \$13.50 up. Special all-metal custom sets in Lustraloy, \$29.75; in gold-filled, \$49.75; all 14K gold, \$275.00. Prices include F. E. tax.


Copr. 1949 by The Parker Pen Company, Janesville, Wis., U. S. A.; Toronto, Can.



New “51” set in Navy Gray. Gold caps, \$29.75, F. E. tax included.



New “51” set in Burgundy. Lustraloy caps, \$19.75. No F.E. tax.



His germs can give you a **COLD!**

Gargle
LISTERINE ANTISEPTIC
Quick!

Germs reduced up to 96.7% in tests

IF YOU have been in close contact with other people who have colds, or if your feet get wet or cold, or if you have been exposed to sudden changes of temperature, it's only sensible to gargle with Listerine Antiseptic as promptly as possible.

Guard Against Mass Invasion of Germs

Such exposure may lower body resistance so that germs called the "secondary invaders" find it easier to invade the throat tissue and produce many of those miserable aspects of a cold you know so well. Listerine Antiseptic reaches back on the throat surfaces to kill millions of these "secondary invaders."

In tests, germs on throat and mouth surfaces were reduced as much as 96.7% fifteen minutes after the Listerine Antiseptic gargle; as much as 80% one hour after. You can see why it can help Nature in guarding against a mass invasion of germs.

Fewer Colds in Tests

Bear in mind Listerine Antiseptic's impressive record made in tests over 12 years: Those who gargled with Listerine Antiseptic twice a day had fewer colds and usually milder colds than those who did not gargle... and fewer sore throats.

So, remember, at the first hint of a cold, use Listerine Antiseptic. Better still, make the Listerine Antiseptic gargle a morning-and-night habit.

LAMBERT PHARMACAL COMPANY, *St. Louis, Missouri*

"SECONDARY INVADERS," Potential Troublemakers

These are some types of the threatening germs, which can cause so much of the misery of a cold when they invade the throat membranes and which may be transmitted to you in tiny droplets of moisture if you get in the way of a sneeze or a cough.



TOP ROW, left to right: Pneumococcus Type III, Pneumococcus Type IV, Streptococcus hemolyticus, Friedlander's bacillus. BOTTOM ROW, left to right: Streptococcus viridans, Bacillus influenzae, Micrococcus catarrhalis, Staphylococcus aureus.

Let's be frank . . . Is your breath on the agreeable side? Don't run risks.
Use Listerine Antiseptic before every date. It sweetens the breath instantly.

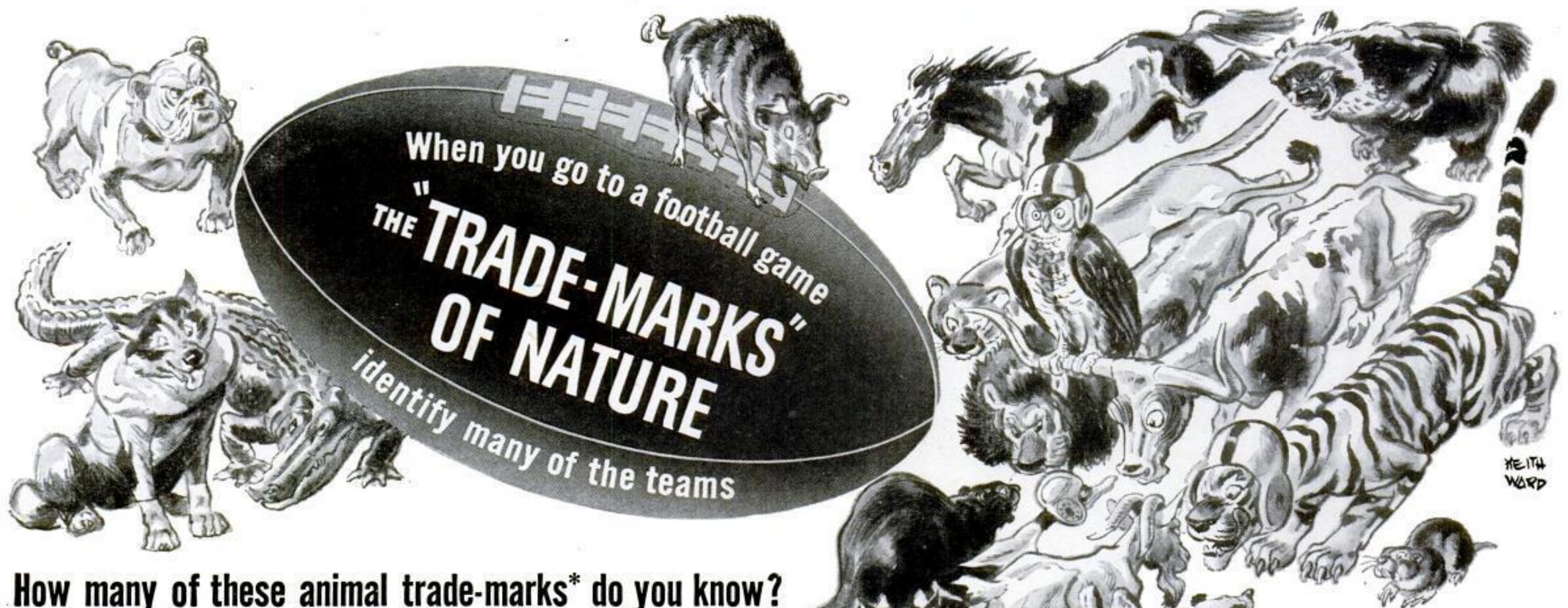


This One



SWKR-KFH-HDRT

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How many of these animal trade-marks* do you know?

ARIZONA Wildcats
 ARKANSAS Razorbacks
 ARMY Mule
 AUBURN Tigers
 BATES Bobcats
 BAYLOR Bears
 BOSTON COLLEGE Eagles
 BOSTON UNIV. Terriers
 BOWDOIN Polar Bears
 BOWLING GREEN STATE Falcons
 BRIGHAM YOUNG Cougars
 BROWN UNIV. Bears
 BUCKNELL Bisons
 BUFFALO UNIV. Bulls
 CALIFORNIA Golden Bears
 CALIF. TECH Beavers
 CHATTANOOGA Moccasins
 CINCINNATI Bearcats
 THE CITADEL Bulldogs
 CLEMSON Tigers
 COLBY White Mules

LAFAYETTE Leopards
 L.S.U. Tigers
 LOUISVILLE Cardinals
 MAINE Black Bears
 MARYLAND Terrapins
 MICHIGAN Wolverines
 MINNESOTA Gophers
 MISSOURI Tigers
 MONTANA Grizzlies
 NAVY Goat
 NEVADA Wolfpack
 NEW HAMPSHIRE Wildcats
 N. CAROLINA STATE Wolfpack
 NORTH DAKOTA STATE Bisons
 NORTHWESTERN Wildcats
 OHIO U. Bobcats
 OREGON Ducks
 OREGON STATE Beavers

PENN STATE Nittany Lions
 PITTSBURGH Panthers
 PRINCETON Tigers
 RICE Owls
 RICHMOND Spiders
 ROCHESTER Yellow Jackets
 SANTA CLARA Broncos
 SEWANEE Tigers
 S. CAROLINA Gamecocks
 S.M.U. Mustangs
 TEMPLE Owls
 TEXAS Longhorns
 T.C.U. Horned Frogs
 U.C.L.A. Bruins
 VILLANOVA Wildcats
 V.P.I. Gobblers
 WASHINGTON Huskies
 WASH. STATE Cougars
 WESLEYAN Cardinals
 WISCONSIN Badgers
 YALE Bulldogs



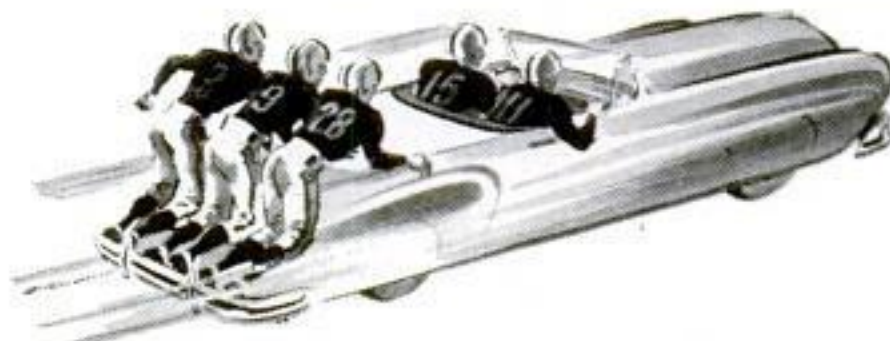
*Prepared in cooperation with the editors of Official N.C.A.A. Football Guide. Published by A. S. Barnes Co.



When you buy gasoline
THE TRADE-MARK
"ETHYL"
 identifies gasoline stepped up
 with "Ethyl" antiknock fluid



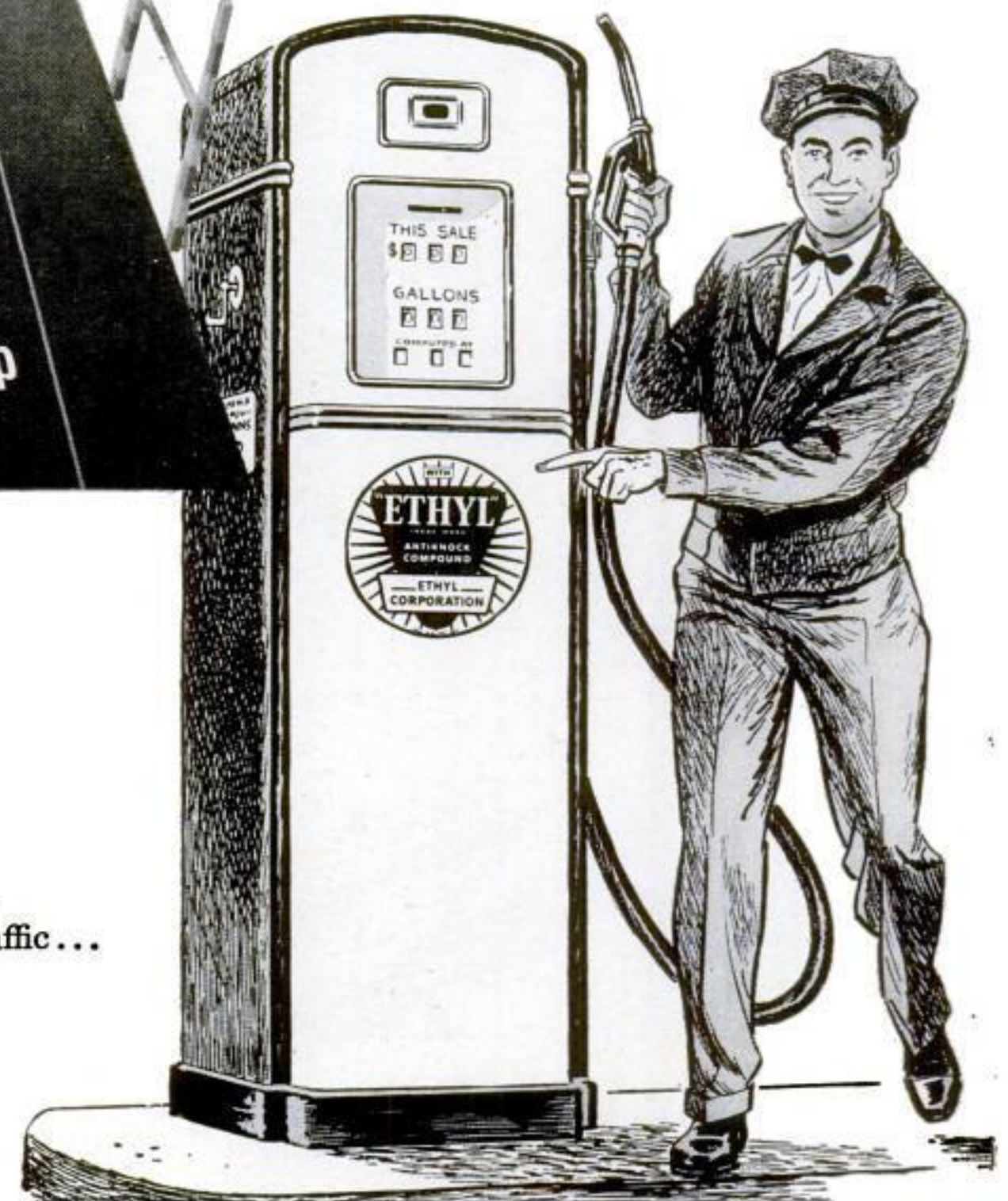
COLORADO Buffaloes
 COLORADO STATE Bears
 COLUMBIA Lions
 CONNECTICUT Huskies
 DAVIDSON Wildcats
 DELAWARE Blue Hens
 DEPAUW Tigers
 DRAKE Bulldogs
 FLORIDA Gators
 FORDHAM Rams
 GEORGIA Bulldogs
 GEORGIA TECH Yellow Jackets
 KANSAS STATE Wildcats
 KANSAS Jayhawkers
 KENTUCKY Wildcats



IF MORE POWER IS YOUR GOAL . . .

if you want all-star performance on the open highway . . .
 if you like fast, smooth response for snapping through traffic . . .
 if an engine running its best scores with you . . .
 ask for "Ethyl" gasoline — high quality gasoline
 improved with "Ethyl" antiknock fluid, the famous
 ingredient that steps up power and performance.

"Ethyl" antiknock fluid is made by **ETHYL CORPORATION**, Chrysler Building, New York 17, N. Y.





STOP

Before you turn this page, look in your pocket!

Open up your coat . . . look into that inside pocket. What have you got there?

A pen, perhaps . . . a letter you ought to mail . . . your faithful wallet. All valuable to you!

There may be something else of value there, too . . . a little *label* that means savings and satisfaction to millions . . . the Amalgamated Label.

That label is valuable because it guarantees

the suit or overcoat was constructed . . . every step, every stitch . . . by skilled craftsmen, master tailors who know how to put the most wear into a garment, how to get the most out of fabric and style.

If you don't find the Amalgamated Label in your pocket, make a mental note *right now* to get it next time you buy. Some people overlook this

little item. But, remember, no garment is better than the workmanship that goes into it. And the Amalgamated Label is your only positive assurance that your suit was made by skilled union workers—under decent, clean, efficient working conditions. Whatever the price range, you know you're getting your money's worth when you see the label that says, "Amalgamated".



Decent standards of wages and working conditions make better garments for you . . . make happier, healthier citizens of 375,000 ACWA members.



Fashion, fabric, and tailoring are combined to full advantage in every suit bearing the AMALGAMATED Label.

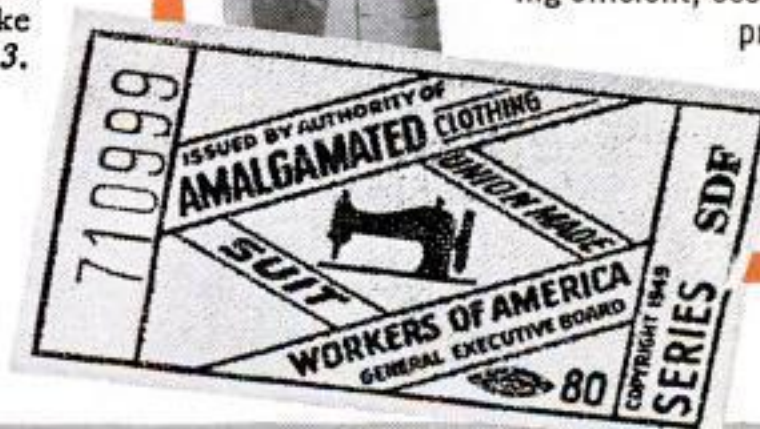


FREE! Send for your copy of **THE INSIDE STORY** — What Every Man Should Know About the Clothes He Wears and The Men Who Make Them. Write ACWA, 15 Union Sq., New York 3.

the difference is in your pocket...



The Amalgamated Label shows that your suit is • manufactured to specific standards of quality in every price range • by secure, skilled union workers • assuring efficient, economical, stable production • that adds up to best values for you.



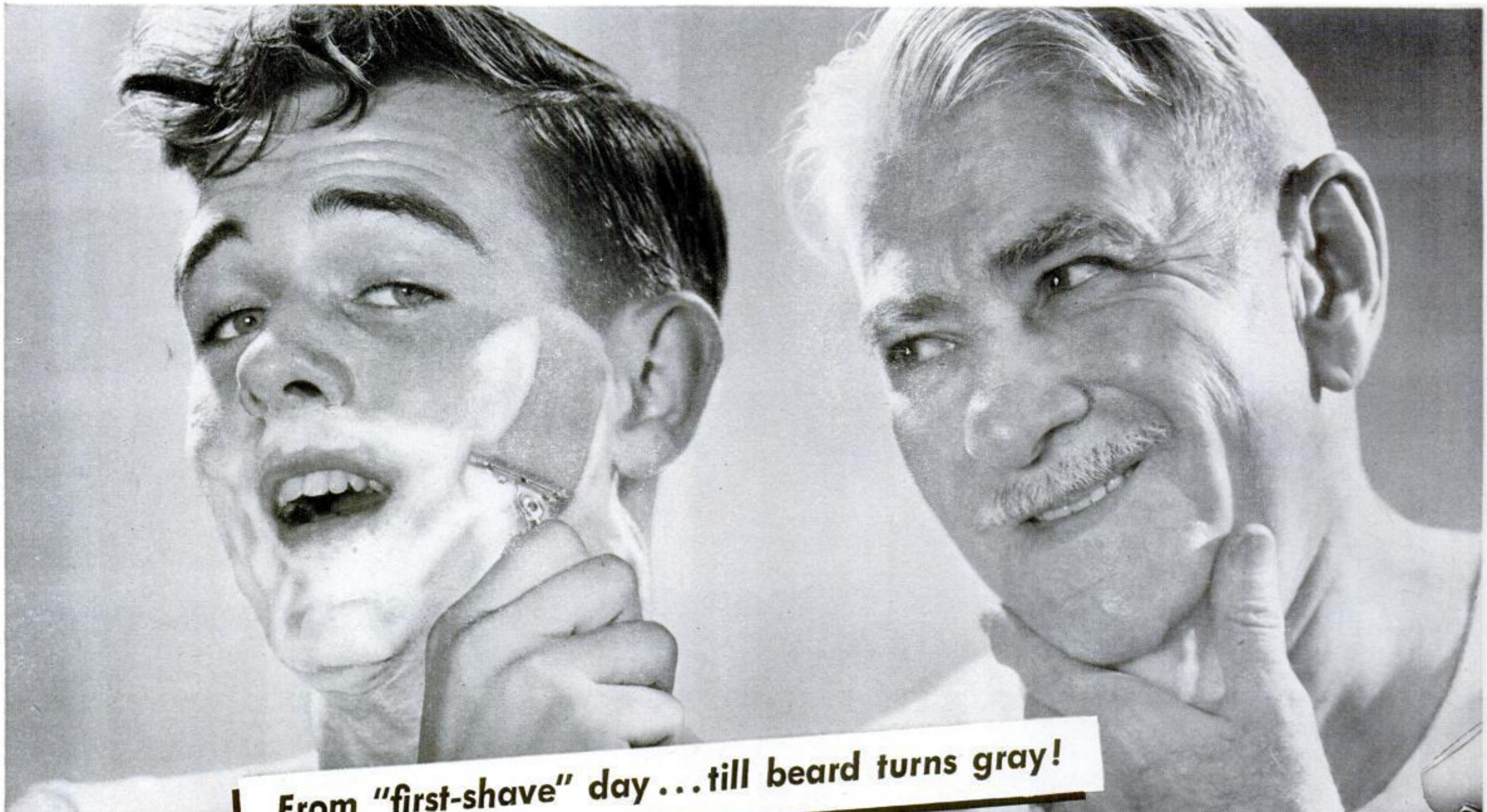
for best buys **A** in any price range...

LOOK FOR THE **AMALGAMATED** LABEL

AMALGAMATED CLOTHING WORKERS OF AMERICA
A UNION OF MASTER CRAFTSMEN IN SUITS • OVERCOATS • WORK CLOTHES • SPORTSWEAR • SHIRTS • PAJAMAS • GLOVES • TIES

ONLY EVERSHARP-SCHICK DELIVERS THIS PERFECT SHAVE EVERY TIME!

Cleaner, Smoother, Far More Comfortable Shaves Than You've Ever Known!



From "first-shave" day...till beard turns gray!

It's almost unbelievable—the unvarying, utter exactness of each perfect EVERSHARP-SCHICK shave. Only Genuine EVERSHARP-SCHICK blades are precision engineered to work with the EVERSHARP-SCHICK Injector Razor as one perfect shaving unit. Your 4 Biggest Shaving Grievs Are Ended!

1. **FINGERS NEVER TOUCH THE BLADE!** So you can't cut fingers. Insert Automatic Blade Changer—Push-pull, click-click! New blade is locked in correct position!
2. **NOTHING TO TAKE APART!** And nothing to put together! No awkward twisting or turning. To clean your Eversharp-Schick Injector—simply rinse, shake, put away.
3. **LESS IRRITATION!** Exclusive, patented guard bar insures smoother, cooler, cleaner shaves. Shaving is easy even under nose and around lips.
4. **NO TIME WASTED!** Nationwide tests prove the EVERSHARP-SCHICK Injector Razor out-speeds—out-modes—out-shaves any razor going. Try it—and see for yourself!

Push-Pull, Click-Click!
Change Blades That Quick!

AN ENTIRELY
NEW WAY OF SHAVING

AUTOMATIC
AS YOUR HAND

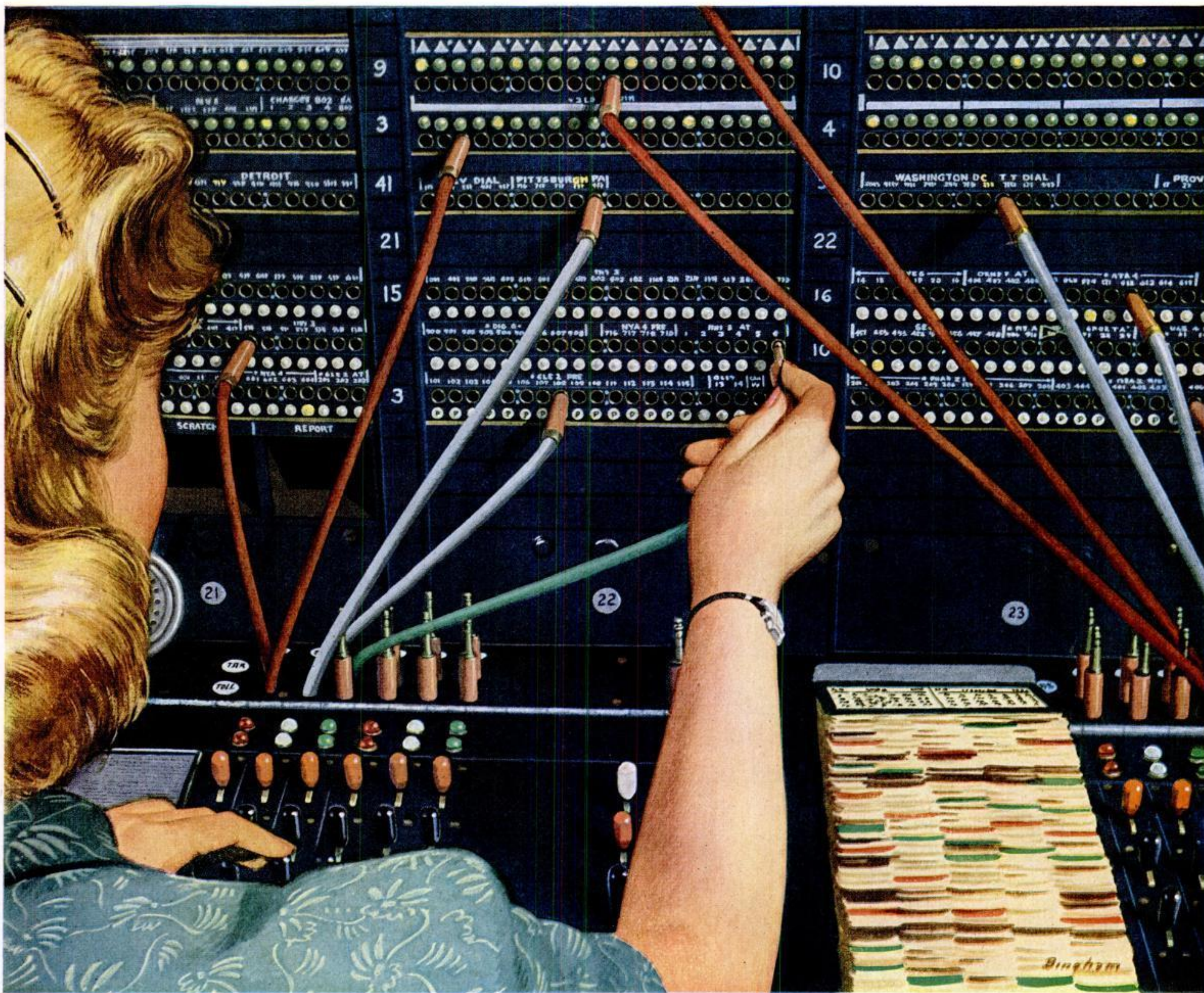
Engineered to respond lightly, surely, gently...
soft and sure as your own finger-touch. Cleaner
shaving is so easy it's almost effortless!



\$173
VALUE
SPECIAL
ONLY \$1.25
WITH 20
STRONG
BLADES

EVERSHARP-SCHICK INJECTOR RAZOR

WORLD'S ONLY RAZOR WITH AUTOMATIC BLADE CHANGER!



What's the connection?

TO give you good service, your Bell Telephone company must have good switchboards, cables, telephones, and literally thousands of different types of equipment. Each must be *designed*, then *manufactured*, so that all can *operate* together perfectly in carrying your voice quickly and clearly across the street or across the nation.

Do you know Western Electric's connection with all this? For sixty-seven years, we have been the

manufacturing unit of the Bell System. This has assured a dependable source of good equipment — efficiently and economically produced to meet the needs of telephone users.

- As members of the Bell System, Western Electric people who *make* equipment, Bell research people who *design* it and Bell Telephone company people who *operate* it all work together with one aim: Good telephone service for you at the lowest possible cost.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882

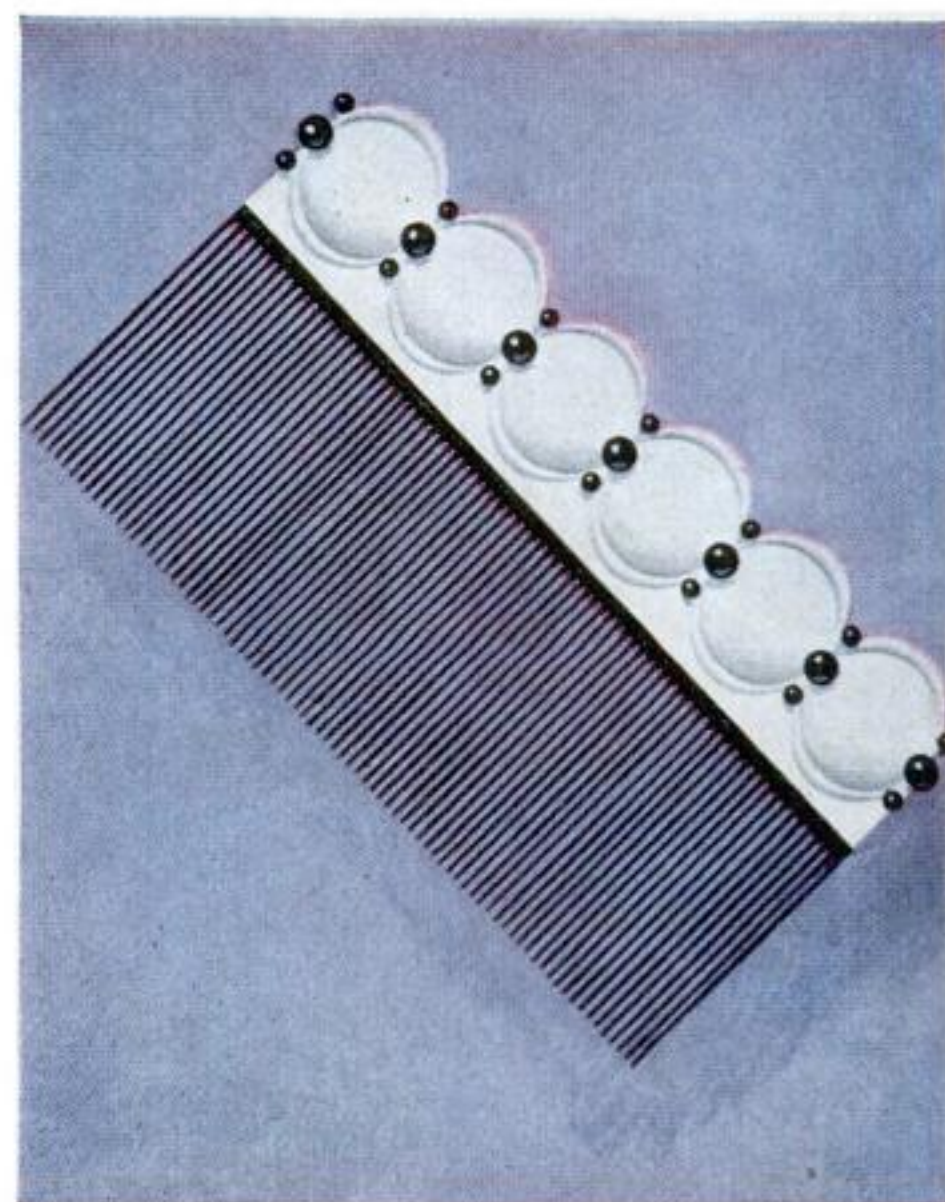
For starlit dreams and an earth-bound budget



Your **CANNON GIRL** says: "Don't envy a slumbering princess! Sleep in luxury like hers with the new Cannon Percale Sheets!"



Though today these dreamy sheets cost less than before...they're even smoother...soft as a **KITTEN'S EAR**.



For now Cannon Percales are **COMBSPUN**...made of fine cotton, combed and combed till only the long, smooth fibers remain.



So sweet to sleep on! So **PETAL-LIGHT** (for easier bedmaking and laundering)! So **DIAMOND-STRONG** (for long, long wear)!



And new joy! You can also get Combspun Cannon Percales in heavenly pastel **WATER COLORS**. (These cost a little more.)



You'll love 'em in white! You'll love 'em in pastels! Just be sure to ask for **COMBSPUN CANNON PERCALE SHEETS!**

Cannon Percale Sheets—Now They're Combspun

CANNON TOWELS... STOCKINGS... BLANKETS ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

COPR. 1949 CANNON MILLS, INC.



A new thrill in motoring



CROSELEY Hotshot

Your dealer will arrange a drive-it-yourself demonstration

For free catalog of all 6 new models—Hotshot, Sedan, Station Wagon, Convertible, Panel Delivery Truck, Pick-up Truck—write Crosley Motors, Inc., 2530-EL Spring Grove Ave., Cincinnati 14, Ohio.

CROSELEY a FINE car
"You see them everywhere"

Amazing the Ties
ONE DOLLAR BUYS!



non-stretch, 49 inch

KNIT ties

2 for \$1.00
Minimum Order

Here's America's greatest tie value! Two non-stretch, 49 inch Knit Ties at the amazing price of \$1. If you never bought Cardinal Ties before, you owe it to yourself to get acquainted.

Don't ask how Cardinal does it—just be thankful for what your dollar can buy! Make your selection and order today. Money back in 10 days if not delighted. Remember—Cardinal Ties are manufactured and sold ONLY by Cardinal.

YOUR CHOICE OF 20 SOLID COLORS

- | | | |
|--------------------------------------|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> Cardinal | <input type="checkbox"/> Light Gray | <input type="checkbox"/> Light Green |
| <input type="checkbox"/> Dark Maroon | <input type="checkbox"/> Brown | <input type="checkbox"/> Kelly Green |
| <input type="checkbox"/> Red | <input type="checkbox"/> Tan | <input type="checkbox"/> Chartreuse |
| <input type="checkbox"/> Navy | <input type="checkbox"/> Beige | <input type="checkbox"/> Purple |
| <input type="checkbox"/> Royal | <input type="checkbox"/> Maize | <input type="checkbox"/> Violet |
| <input type="checkbox"/> Powder Blue | <input type="checkbox"/> Lemon | <input type="checkbox"/> Black |
| <input type="checkbox"/> Dark Gray | <input type="checkbox"/> Dark Green | |

Mr. H. Ross, Cardinal Neckwear, Dept. L
557 Fifth Ave. • New York 17, N. Y.

Please send me the Cardinal Knit Ties I have indicated at the price of 2 ties for \$1. I understand that if not completely satisfied I may return in 10 days and my money will be refunded.

☐ Enclosed find \$____, postpaid. ☐ C.O.D. orders (minimum \$3).

Name _____ Please Print

Street _____

City _____ Zone _____ State _____

New York City residents please add 2% City Sales Tax for each \$1.00 purchase

LETTERS TO THE EDITORS

OPPENHEIMER

Sirs:

Congratulations to LIFE for presenting within a few weeks' time two eminent spokesmen of diametrically opposed ideologies: Evelyn Waugh (LIFE, Sept. 19) on the fictitious conjecture represented in Roman Catholicism and J. Robert Oppenheimer (LIFE, Oct. 10) on the cautious and self-effacing rationalism of modern science.

GEORGE SONNENSCHNEIN

Dayton, Ohio

Sirs:

Where can I obtain "The Open Mind," by Oppenheimer, which Mr. Barnett mentions?

E. KANEGIS

New York, N.Y.

● From the Institute for Advanced Studies, Princeton, N.J.—ED.

Sirs:

It is high time the American public became informed about some basic truths pertaining to basic science. All too many people forget that the principle must precede the application. This point was never better expressed than by the great Sir Francis Bacon in the 17th Century: "... the very contemplation of things as they are, without superstition or imposture ... is in itself more worthy than all the fruit of inventions."

PETER J. FRANK

Brooklyn, N.Y.

Sirs:

As many another Greek scholar [20 to be exact—ED.] will write in this week and tell you, the Greek word for nature in the second paragraph of the article on J. Robert Oppenheimer is spelled not φύσις, but φύσις.

ELIZABETH MILNER

Indianapolis, Ind.

Sirs:

A coincidence of LIFE. During a late trip home from New York to New Brunswick on the train, I was reading the article on J. Robert Oppenheimer. I paused to look at his picture, and my glance fell on the man next to me—I was astounded, for sitting next to me was Oppenheimer in person. I asked him if the picture in LIFE was his, and he nodded in assent. Naturally the article held double the meaning and depth after meeting Dr. Oppenheimer personally. Just one of those incidents which tend to lend spice and drama to everyday, humdrum existence.

JOHN W. GROESBECK

New Brunswick, N.J.

SMART STUDENT

Sirs:

I am a student at East Donegal Township High School at Maytown, Pa. One day in my class on Problems of Democracy our discussion fell upon letters to the editors of LIFE. Our instructor told us that if any of the students in his class had a letter of criticism published in LIFE he would receive an A for the six-week period.

After careful examination of the Oct. 10 issue I have not found anything that I could criticize. So perhaps if you would just publish this letter for me, I'll get my A.

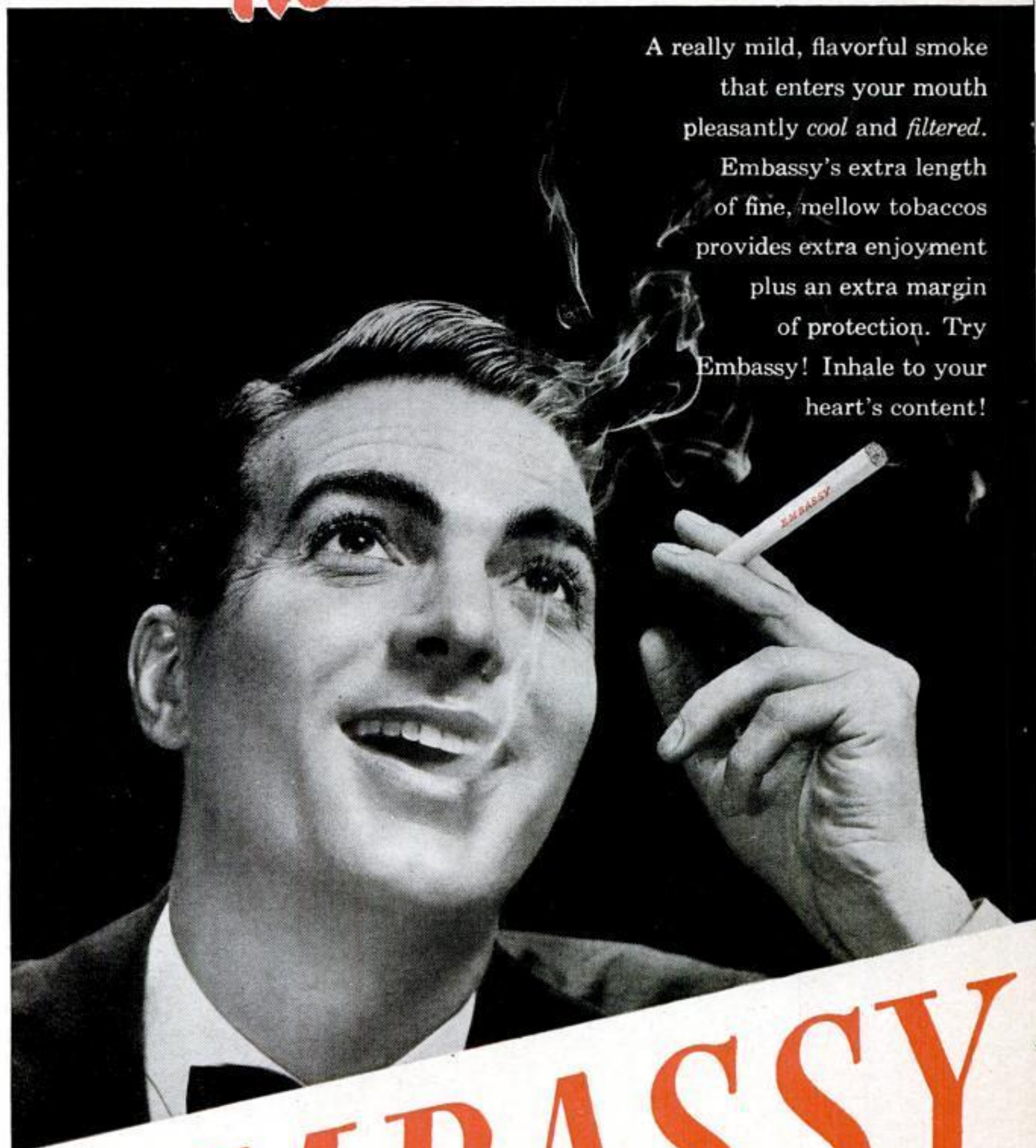
GEORGE C. HICKS

Maytown, Pa.

● LIFE unhesitatingly gives George an A for effort.—ED.

CONTINUED ON NEXT PAGE

Inhale to your heart's content!



A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart's content!

EMBASSY

Longer!
Milder!
Cooler!



PRODUCT OF
Philip Morris Inc.
Established 1760

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SALON-SAFE FOR HAIR THAT TENDS TO "FRIZZ" SALON-SMART FOR EVERY HEAD

If your hair is so *extra dry* that ordinary home permanents tend to make it frizzy...or so wiry-textured that most home waves make it unmanageable...here's good news for you!

With the new, improved Richard Hudnut Home Permanent you can be confident of silky-soft, easy-to-manage "salon-type" waves no matter what the texture of your hair. The secret? You use the same type preparations...even the same improved cold wave process...found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, cream waving lotion. No worry about being able to do a good job. *If you can roll your hair on curlers, you'll manage beautifully!*

There isn't a more luxurious, softer, more natural-looking home wave for *any* head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with — soft, luxurious, natural-looking.
2. Doesn't dry hair or split ends.
3. Fast and easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved! Richard Hudnut Home Permanent

Just follow the crystal clear directions for the simplest, easiest, most successful home permanent ever



LETTERS TO THE EDITORS

CONTINUED

MIXED EMOTIONS

Sirs:

After looking at "Mixed Emotions" (LIFE, Oct. 10), in which the starlets react to a series of imaginary situations, we decided to try our 3½-year-old daughter out in the same sequences. Here are the results.

HOWARD P. WYRAUCH

Niagara Falls, N.Y.



TASTING A DRINK



THROWING A TANTRUM



SEEING A MONSTER

Sirs:

I rated the girls as follows:
Monroe: Really great.
Dalbert: Probably be a good comedienne.
Soma: A very poor imitation of Valli.
Nigh: She'd make a better model.
Downs: She'd be good in murder mysteries.
Maxwell: Looks natural.
Luez: Superb! Great possibilities.
Gardner: Should be cast as a mother in Bs.

MARLYS GOOD

La Moure, N. Dak.

Sirs:

For my movie money Suzanne Dalbert is not less than 90% better than the rest.

D. A. FISKE JR.

High Point, N.C.

All-day WAISTLINE COMFORT

even when you sit, stoop, bend



Every time you sit, stoop, or bend, your waistline expands 1½ to 3 inches.

So — get into a Nemo Adjustable Waist! Its elastic Magic "V" self-adjusts to this inevitable spread, slimming you into "Visible Beauty, Invisible Comfort." Batiste, Nylon, satin. At all good stores. From \$7.50.

Nemo
ADJUSTABLE WAIST
FOUNDATIONS
WITH THE PATENTED MAGIC "V"

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When safety's a must, it's "PRESTONE" ANTI-FREEZE

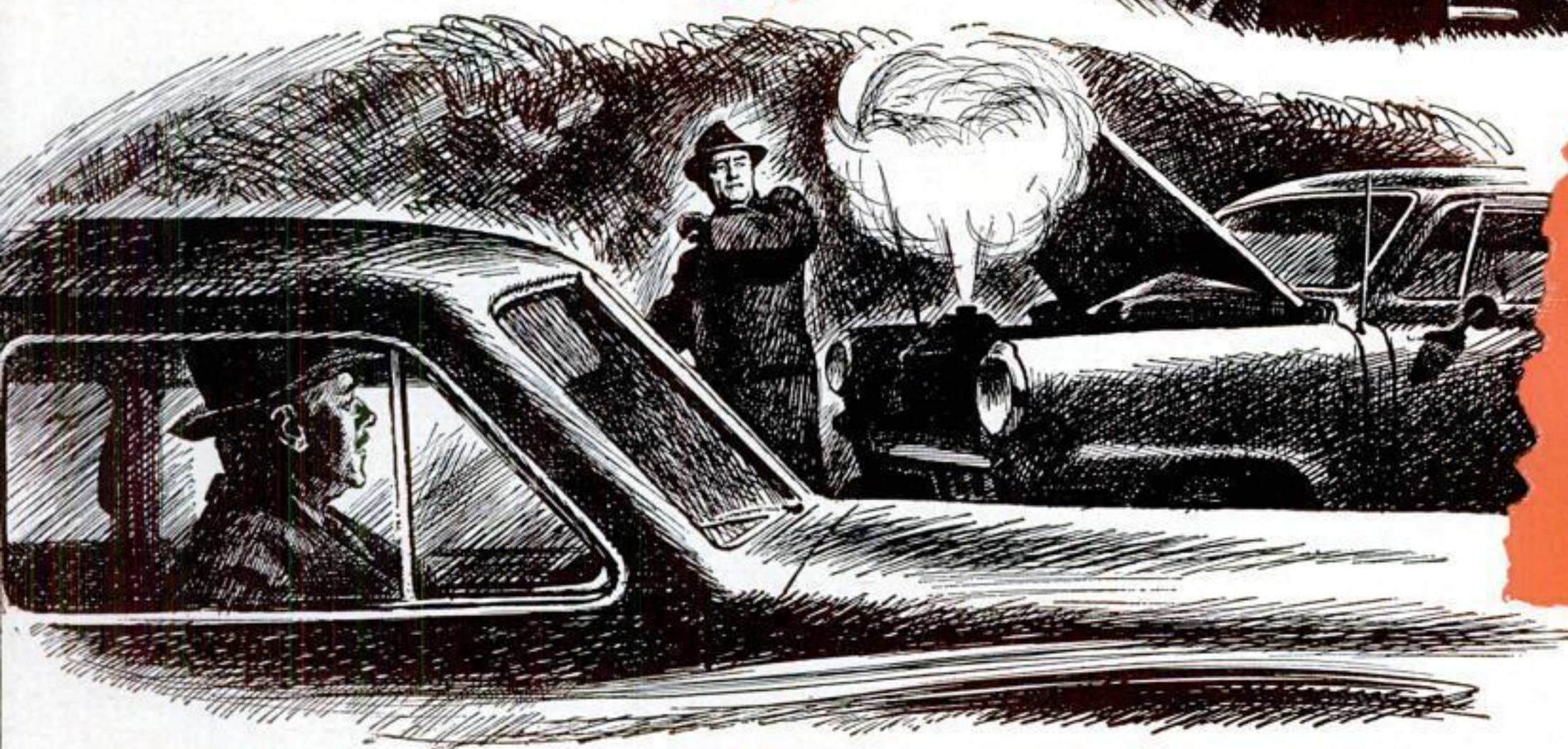


**YOU'RE SAFE
IN EMERGENCIES**

You know your car won't freeze
up when you need it most!

**YOU'RE SAFE
FROM WORRY**

One shot lasts all winter; put "Prestone"
anti-freeze in your car... and forget about it!



**YOU'RE SAFE
FROM BOIL AWAY**

You're safe no matter how warm
it gets between cold spells!

One shot lasts all winter!

Give your car the same, safe, all-winter protection that fire chiefs, ambulance drivers, police chiefs give theirs. Insist on "Prestone" anti-freeze.

There's nothing else like it!

"Prestone" anti-freeze, America's Number One Brand, is made to an exclusive formula. No other anti-freeze offers you the same guaranteed protection. Year after year, more and more motorists depend on "Prestone" brand anti-freeze for safe, sure, all-winter protection.



**NO RUST • NO FOAM
NO FREEZE • NO FAILURE**

\$3.50
per gal.

GUARANTEED!

Ask your dealer to show you
the guarantee. It's your
assurance of all-winter safety.

The registered trade-marks "Prestone" and "Eveready"
distinguish products of

NATIONAL CARBON COMPANY, INC.

30 East 42nd Street, New York 17, N. Y.

Unit of Union Carbide and Carbon Corporation

UCC

FOR BEST RESULTS:
shave with **Barbasol**



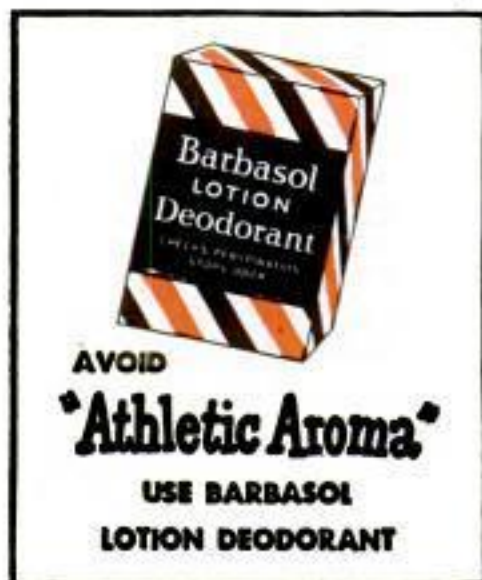
"I'm through
hunting—since you
switched to
Barbasol"



**No brush
No lather
No rub-in**

And, men, here's the shave you've been "gunning for," too—a quick, clean Barbasol shave that lasts all day! It looks good, it feels good—and Barbasol is good for your face. It wilts whiskers fast—gives you really close, cool, comfortable shaving. Yet it never tightens or dries the skin. So your face stays soft, smooth and refreshed. Try Barbasol, today!

Use it also for soothing relief of windburn, chapping, chafing, itching.



**LETTERS TO
THE EDITORS**
—CONTINUED—

Sirs:

Marilyn Monroe is not only the most beautiful, but the one who will no doubt make a name for herself in Hollywood.

MRS. M. SAKAKEENY
Cambridge, Mass.

Sirs:

Cathy Downs is the only one who acts as though she hadn't just taken 10 drags off a dope stick.

JOANNE BOUR
Mercedes, Texas

Sirs:

Cathy Downs 'em all!
CHARLES L. MEACH, D.D.S.
Traverse City, Mich.



CATHY AND JOE

● Last week Cathy became the bride (his third) of Joe Kirkwood Jr., who plays Joe Palooka in the movies.—ED.

Sirs:

The story about the movie starlets and their ability to turn on different degrees of emotion was very interesting and enjoyable. But let me call to your attention the pictures of Bobby Morfitt (in the story of the 4-H Fair) as he received a ribbon for his Angus calf.

Perhaps Bobby ought to give those poor gals a lesson.

RENEE CONSTANCE
Brooklyn, N.Y.

VAN WHAT?

Sirs:

My family has been having an argument over the pronunciation of Van Gogh. My brother says that it should be "Van Go." I am equally sure that it should be "Van Gock." My sister-in-law, on the other hand, claims that it is "Van Guff." Who is right?

EDGAR OWENS RICHARD
New York, N. Y.

● None of you. Van Gogh's nephew, now in this country, pronounces it "Van Hock" and says that his uncle did the same.—ED.

WHITE-COLLAR COWBOY

Sirs:

I have just read "White-Collar Cowboy" (LIFE, Oct. 10), and I want you to know that I am in complete sympathy with the Kents. It is no wonder they wanted to leave St. Louis, for every time that I have been there I have had the same desire. There is just one thing that I don't understand. I can't picture a man going all that way into the West, when there is a place like Kansas City just a short 255 miles away.

WILLIAM WAYNE WILSON
Kansas City, Mo.

CONTINUED ON PAGE 13

**Stepping
Out?**

Don't take along
**Acid
Indigestion**
take **TUMS**

Whenever late hours and overindulgence bring on acid indigestion, gas and heartburn, get sweet relief with Tums! Taken like candy mints, just one or two Tums almost instantly neutralize excess acid—settle upset stomach. You feel better fast. No baking soda in Tums—no danger of overalkalizing—no acid rebound. Get Tums for the tummy today!



for the tummy

NEED A LAXATIVE TOO?



INTRODUCING...
THE SADDLER SKIRT

by

GLEN GARY



IT'S NEW!
IT'S CASUAL!
Smoothly fitting,
saddle stitched,
deep hip pockets,
gold-studded
self tabs.

Menswear flannel
in grey, brown, black or navy.

BEST & CO. 10 to 18. **\$14.95**

Fifth Ave., New York, and
East Orange . . . N. J.
Garden City . . . L. I.
Grasse Point . . . Mich.
Manhasset . . . L. I.
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Rye . . . N. Y.
Stamford . . . Conn.
Washington . . . D. C.
West Hartford . . . Conn.
White Plains . . . N. Y.
Winnetka . . . Ill.

and at fine stores everywhere, or write:
GLEN GARY SPORTSWEAR, INC.
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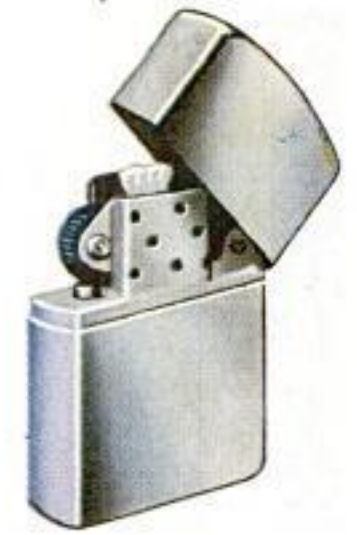
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Just Announced New Raleigh Premiums Plus

DRASTIC COUPON REDUCTIONS ON SOME ESTABLISHED FAVORITES

Without spending an extra cent you can have any of these magnificent premiums—over 50 more. Just smoke RALEIGHS—the *only* cigarette that gives you valuable RALEIGH coupons redeemable for these extra special premiums. Each is the finest quality . . . every one nationally advertised. And you get them just like gifts. Start your whole family on the RALEIGH Plan. Smoke RALEIGH Cigarettes! Save the coupons! And you'll be surprised how fast you get your RALEIGH premiums.



RALEIGH'S GUARANTEED FINEST QUALITY

We guarantee that no other popular price cigarette is made of finer tobaccos, with finer laboratory tested materials, or under more modern conditions. Raleigh premiums are a bonus to Raleigh Smokers.

Now—4 extra coupons in each carton of plain end Raleighs—bring your premiums 40% faster!

Hammond Electric
Alarm Clock
575 coupons



Westinghouse Adjust-O-Matic Iron
Now 700 coupons



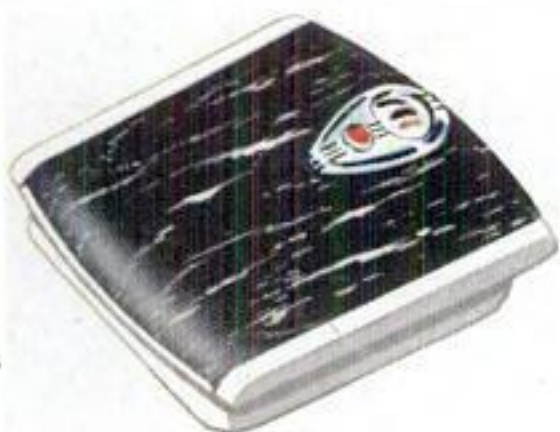
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600 coupons



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Reversible Bridge Table Cover
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450 coupons



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Flash Attachment 725 coupons
275 coupons



Compacts by Elgin American
350 coupons each



Gruen Precision Watches
2000 coupons each



Gotham Gold Stripe Nylons
Now 150 coupons

Send for your new RALEIGH premium catalog illustrating in full color over 75 luxury premiums . . . including many new items.

Laugh with Art Linkletter
on PEOPLE ARE FUNNY
Every Tuesday Night—NBC



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Without obligation, please send me the new RALEIGH premium catalog, No. 2.

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WORLD'S LARGEST FAMILY OF NATIONALLY DISTRIBUTED FINER FOODS

FALL FIESTA FARE

From MONARCH'S Finer Foods for Fall,
It's hard to choose—you'll love them all.
Good taste its very zenith reaches,
In MONARCH'S Famous Shortcake Peaches.
And there are Strawberries and Cherries,
As well as MONARCH Boysenberries.
And Beets can be a dish that's grand,
If "Kurly Kut" and "MONARCH BRAND,"
While Corn, with MONARCH'S famous label,
Is just superb on any table.
Our MONARCH String Beans are divine—
A favorite in this famous line.
And watch the family's eager stares,
When Mom serves luscious MONARCH Pears.
There are 500 foods and more,
Which you can buy in nearby store,
Which Luke and Lucy say are fine—
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REID MURDOCH, Division of Consolidated Grocers Corp., Chicago, Ill.

STOP GOO MILANO LOCKMOUNT

a more enjoyable pipe
for 4 good reasons

1. LOCKMOUNT guarantees tight fit
2. LIFETIME HESSON GUARD stops goo
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LOCKMOUNT
\$150

Milano Standard
Mount . . . \$1

Variety of shapes

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LETTERS TO THE EDITORS

CONTINUED

HINSON'S JUMP

Sirs:

"Crew Hits the Silk, But Pilot Goes Down With Ship" (Picture of the Week, LIFE, Oct. 10) was of particular interest here in Waycross, Ga.

You say that the pilot ordered the crew to jump but "one died because his parachute was not securely hooked."

The soldier who was killed was Corporal Norman Hinson of Waycross, who in his 20 years had had a crowded



career: On June 26, 1942, when only 13 years of age, Hinson, who was 6 feet tall and weighed 156 pounds, enlisted in the Army, a friend verifying his age as 18. In December of 1942 he was sent overseas. At 14 Hinson was back in the States with a minority discharge and at 15 had married. In 1946, now the father of two daughters, Hinson entered the service again, and in July of this year he re-enlisted for another term.

CONTINUED ON NEXT PAGE

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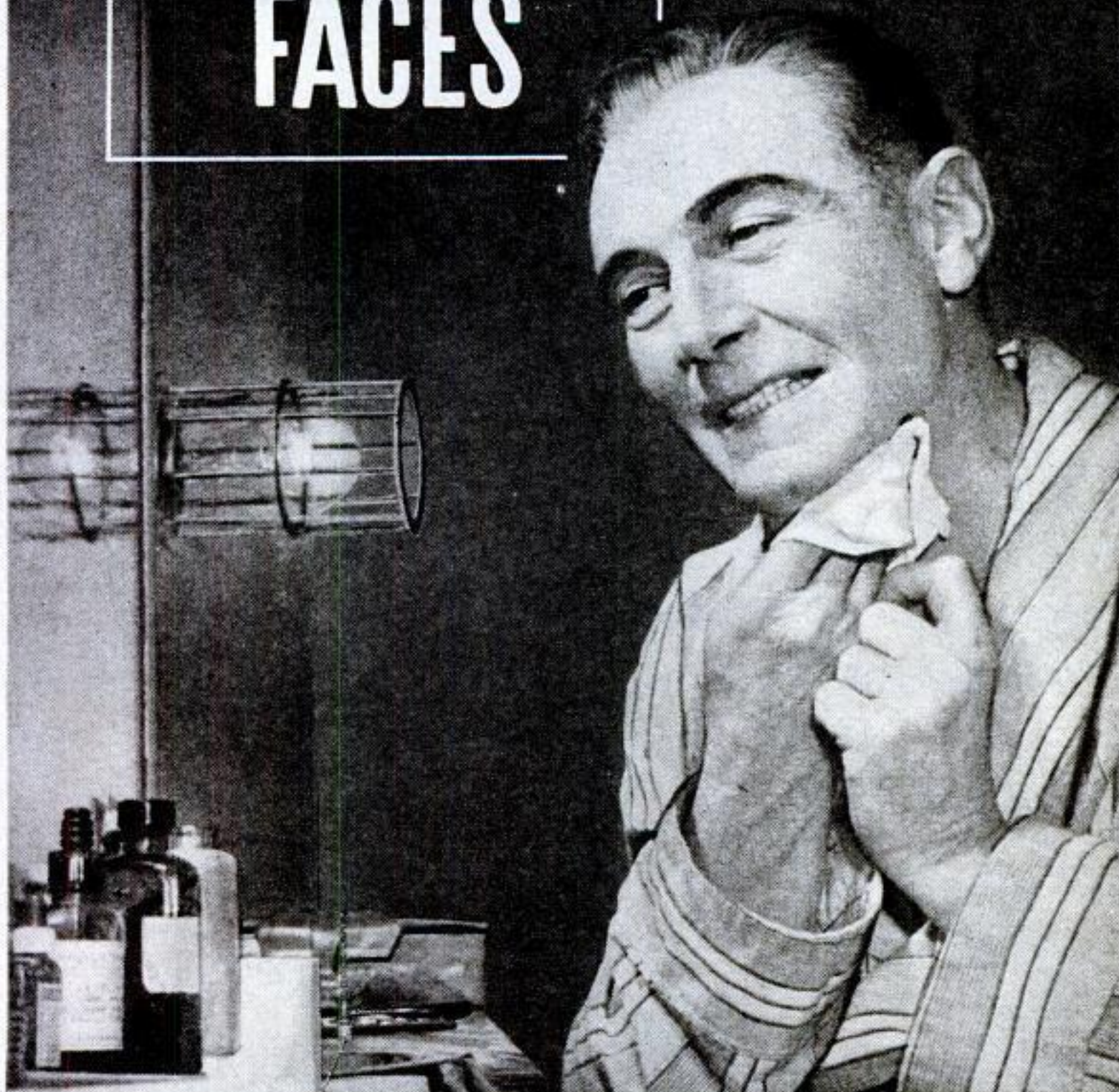
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ACTORS' FACES



PAUL LUKAS, shown here in his dressing room, demonstrates how removing stage make-up can make an actor's face tender, extra-sensitive. That's the reason so many Broadway and Hollywood stars rely on Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY PAUL LUKAS SHAVES WITH
SOOTHING WILLIAMS SHAVING CREAM

A favorite star of stage and screen, Paul Lukas says: "Removing make-up makes my face extremely sensitive. But I can shave as closely as I wish—without soreness or irritation—when I use Williams."

Williams Shaving Cream is made of the purest, mildest ingredients, combined with a skill that comes from over 100 years of experience. Its remarkable skin-soothing action leaves the face smooth and relaxed after

shaving—keeps you looking and feeling your confident best. That's why Williams is a favorite with actors—and with millions of other men who know the value of the young, healthy look that goes with good grooming. Try Williams tomorrow.

Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier, richer Williams Brushless Cream.



For the perfect finish to any shave, enjoy a refreshing dash of cool, tingling, cleanly scented AQUA VELVA. It's the world's most popular After-Shave lotion.



Look for the Red Seal... an exclusive feature found in all new Evans lighters.

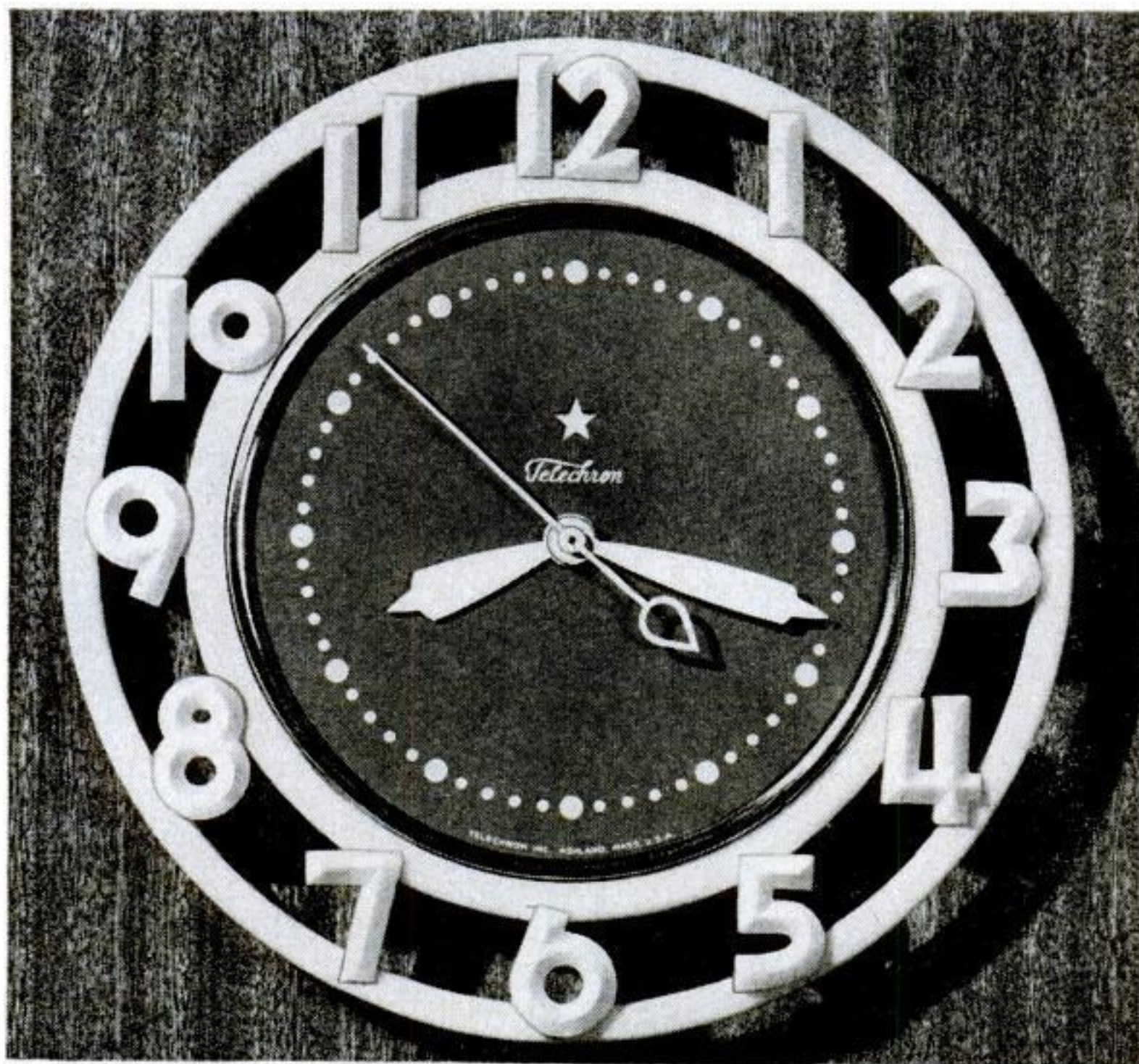
Fuel control... prevents fluid evaporation, overflow... gives instant light always.

DAINTY QUILT DESIGN. GOLDEN METAL OR RHODIUM FINISH. HOLDS TEN CIGARETTES. OTHER COMBINATIONS FROM \$5

... AMERICA'S BEST **Evans**

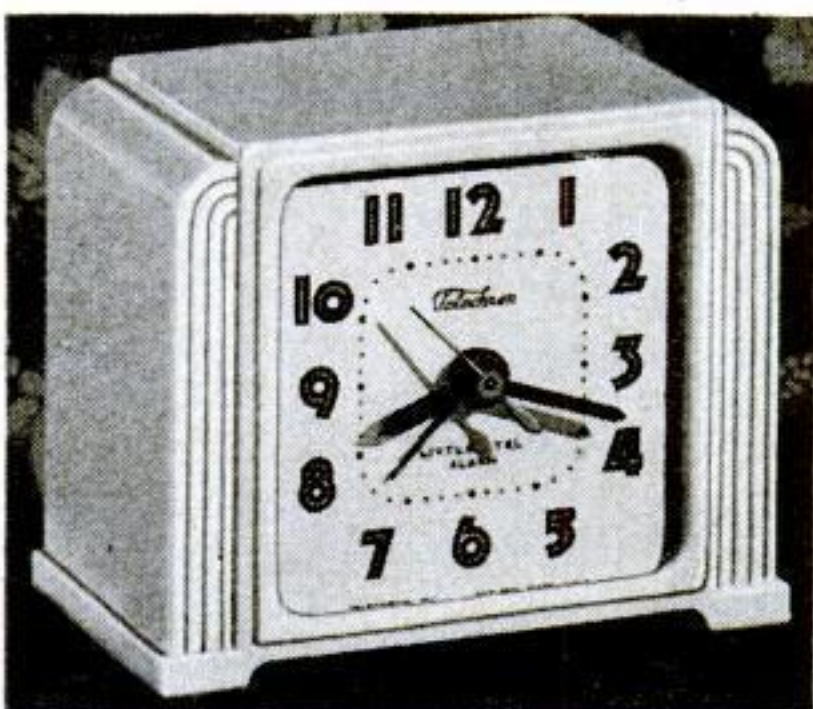
EVANS CASE CO. ... No. Attleboro, Mass.

CREATORS OF FITTED HANDBAGS AND POWDER BOXES



Telechron "Decorator" kitchen clock, \$5.95*

Give her the clock
she won't have to crank!



Telechron "Little Tel" alarm, \$3.98*



Give the no-winding Telechron
electric clock—for Christmas!
29 styles

\$3.98*
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ALL ELECTRIC just set and forget!
NEVER NEED WINDING . . . no springs to come unsprung!
WON'T RUN FAST OR SLOW . . electric current won't let 'em!
NO NOISY "TICK-TOCK" motors sealed in oil!
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ELECTRIC CLOCKS at stores everywhere

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Makers of synchronous electric clocks, electric motors, electric timers for ranges



*Plus tax. Prices and specifications subject to change without notice.

LETTERS TO THE EDITORS

CONTINUED

He was buried on Oct. 4 with full military honors just 37 days short of his 21st birthday—Armistice Day.

DOROTHY M. SMITH
Waycross, Ga.

COBWEBBED WORDS

Sirs:

"The Biggest Giveaway Contest Ever" (LIFE, Oct. 10) had two words I had never heard of. One was "frenetically" and the other "agley." Curiosity forced me to drag out my cobwebbed dictionary to discover their meanings. Now I know. Use more of little-used words in LIFE. It's fun to look them up in the dictionary, and it also adds to our education.

EDWARD C. PTAK
Novelty, Ohio

● A panegyric for Reader Ptak's indagations.—ED.

YAK YAK

Sirs:

The following "editorial" appeared in the Oct. 5 issue of *Silver and Gold*, University of Colorado student paper.

"The Oct. 3 issue of LIFE magazine, in a story concerning an expedition in Tibet, carried a picture of a pack yak. The caption under the photo read, 'A pack yak saddled for riding rests as caravan halts on plains. Black yaks in background are loaded with provisions.'

"After a little research on pack yaks, we find that there are two kinds of yaks. The wild yak is a black yak, while the domesticated yak is not black. Whether the black yak makes a better pack yak than any other yak is an unknown fact.

"But the knack of packing your tack on a black pack yak on a bivouac is an interesting process. First stack your sack, a light snack, your kayak, and any other bric-a-brac in a pack, and stack this pack on the back of a black pack yak. Then take up the slack on the pack.

"With this in mind, you're now ready to take off at a rack on the track to your mountain shack on the back of your black pack yak."

JACK GNADINGER
BILL GRIFFITH
Boulder, Colo.

Address the Editors
at 9 Rockefeller Plaza
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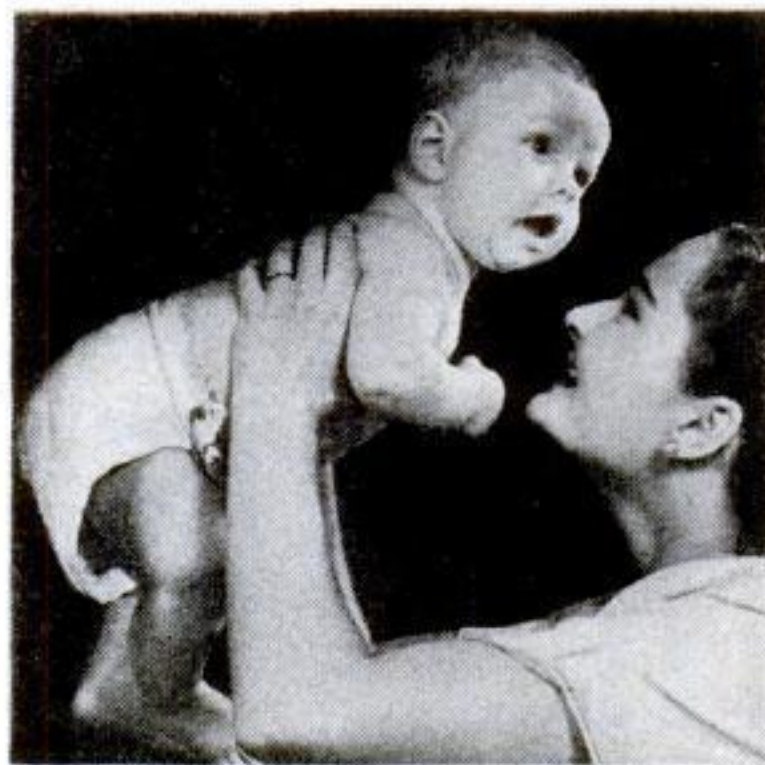
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DIAPER RASH?



For FAST RELIEF use
this MEDICATED Powder!

No unmedicated powder can relieve your baby's irritated skin as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) Medicated relief. (2) Medicated protection. (3) Medicated comfort. Soothing and comforting. Promotes healing by helping to protect tender skin against irritation. So soft, it cushions against chafing. Absorbs extra moisture. For medicated skin care, get Ammens Powder today at any drug counter. No luxury tax.



FREE trial-size can. Write today to Dept. L-1092, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)

AMMENS
Medicated Powder

HERE'S
HOW
to relieve
discomfort
when you
EAT, DRINK
TOO MUCH



Simply take world-known Eno at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 ANTACID—relieves sourness, gas and heartburn promptly.
- 2 LAXATIVE—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 PLEASANT—as a glass of sparkling, bubbly soda water!

Take Good-tasting **ENO**



America's Nicest Stores Will Celebrate Kayser's 70th Birthday

OCTOBER 30th thru NOVEMBER 5th

Kayser International Week



All over America... fine stores will feature Kayser Birthday Specials. Kayser exclusive styles, fabrics, patented designs...very specially priced!

See these Kayser Specials

"Fashilon"†—only stocking with new "heelless look" that has the exclusive patented Fit-All-Heel* construction. 1.95 pair.

"Paulette"—new "camisole" nightgown in Kayser's exclusive tricot nylon, enchanting with nylon lace and net. About 10.50.

"Lucia"—new glove design with "keyhole" thumb. Kayser's exclusive double-woven, pre-shrunk cotton. About 2.00.

† Modeltex U. S. Pat. No. RE 21889

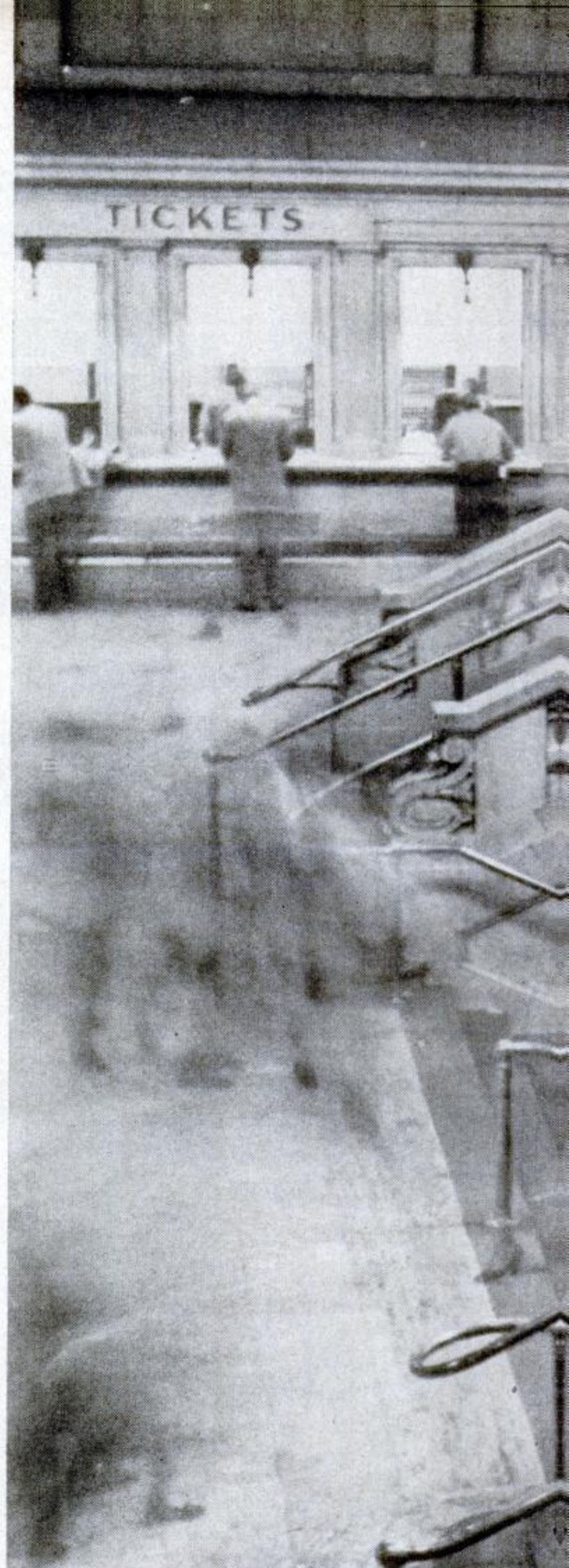
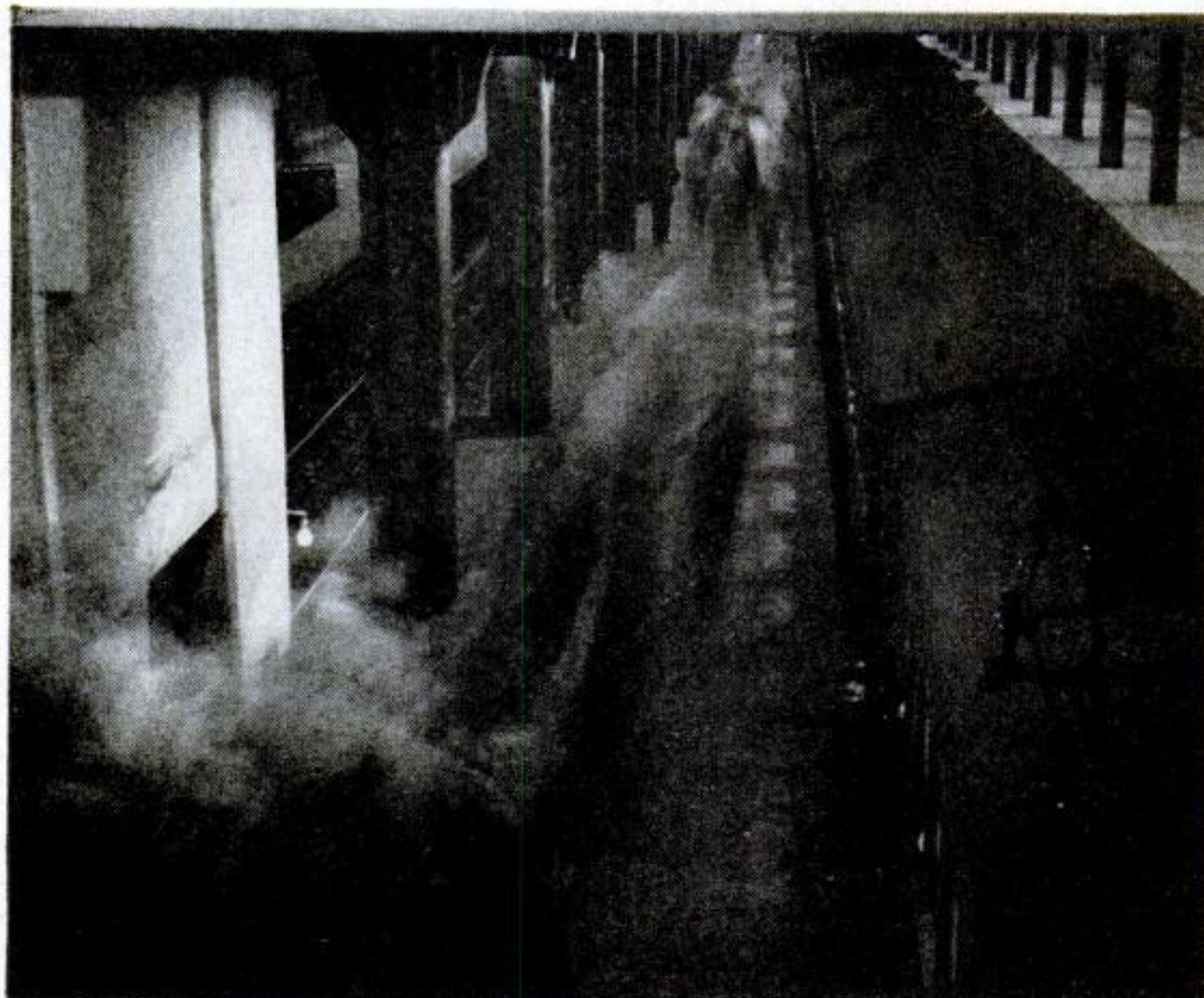
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GLOVES • HOSIERY • UNDERTHINGS

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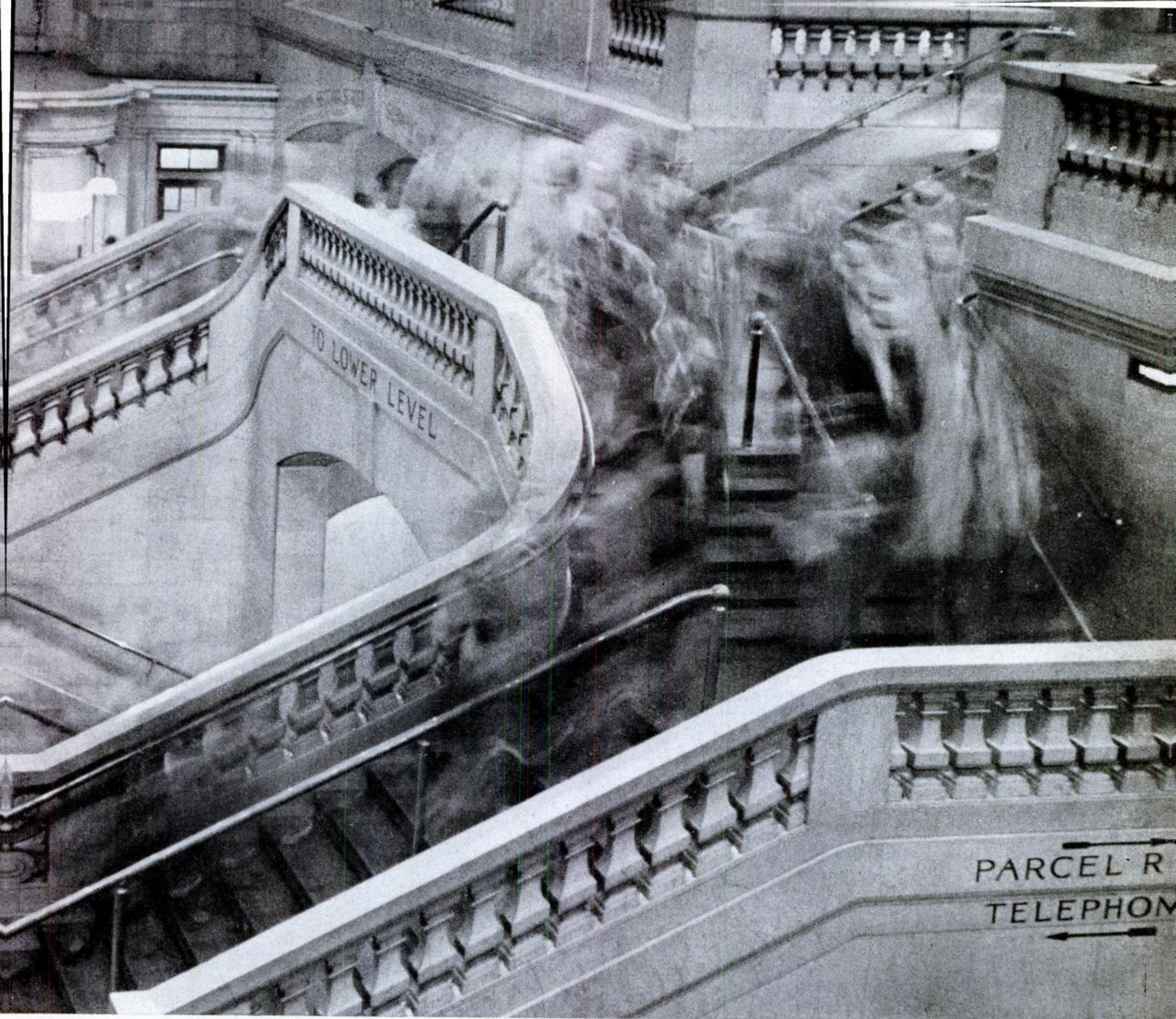
IN STATION travelers rush along platform (*right*) to their trains. Escalators (*below*) carry them at same rapid pace.



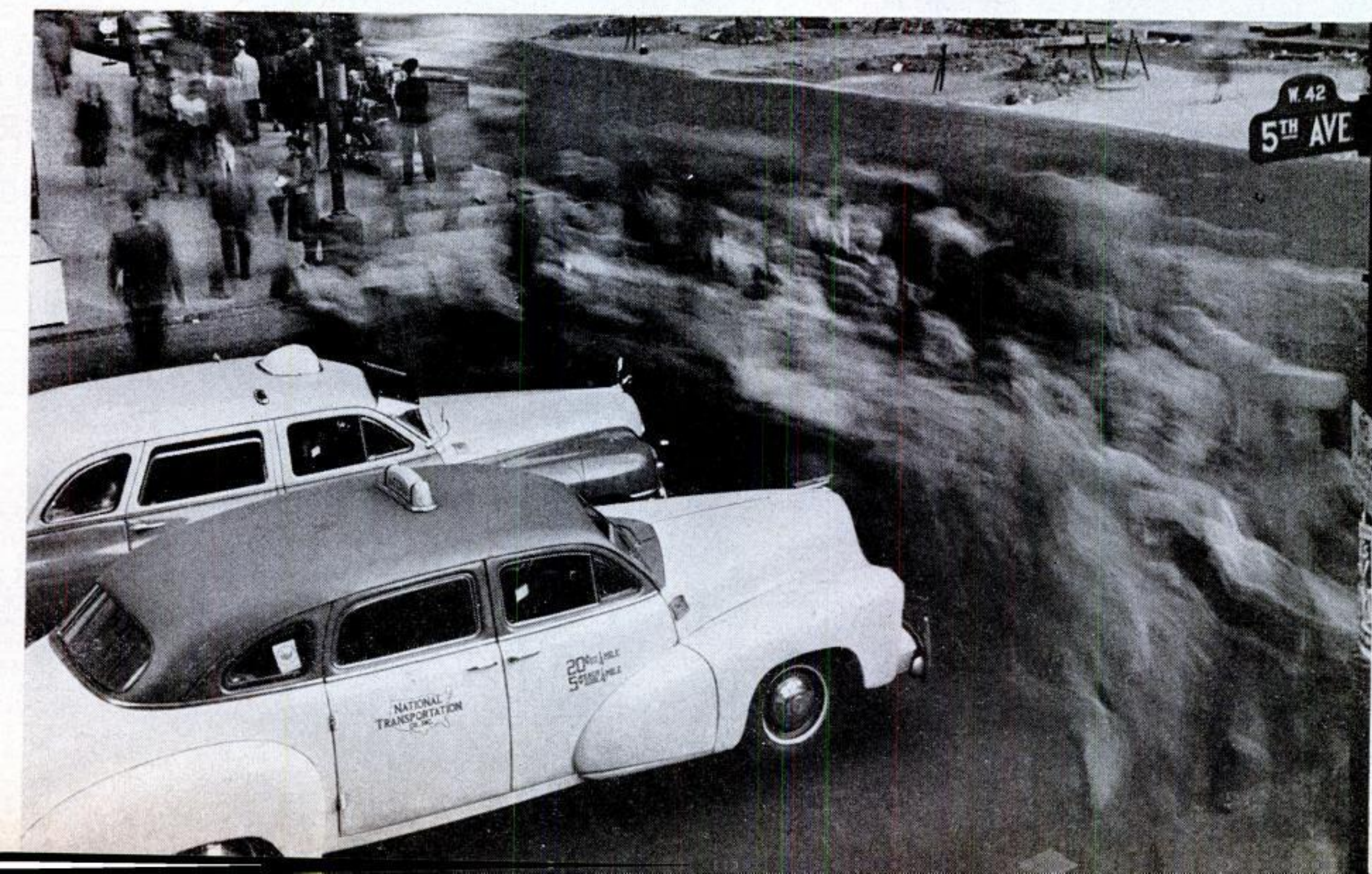
SPEAKING OF PICTURES

These are city ghosts

The feverish pace of New York, while it has given many a traffic cop the creeps and (according to big-city folklore) many a resident a bad case of ulcers, never fails to fascinate the city's newcomers. Among those whose eyes have been blurred by New York's rushing crowds is a photographer named Lois Hobart, who recently came to New York from Minnesota. Using time exposures of a half second to one second, she has skillfully caught the blurs with her camera, transforming the rushing masses into ethereal streams that wave their way through the city.



ON MARBLE STAIRCASE in Grand Central wraithlike streams eddy and flow down to station's broad concourse.



ON 42ND STREET a large blurred mass of pedestrians moves across Fifth Avenue as two unblurred taxicabs wait.

She guessed wrong!



What's your guess?



We asked a smart young model...

"What's in this wrapped box?"

"It's facial tissues," she said.

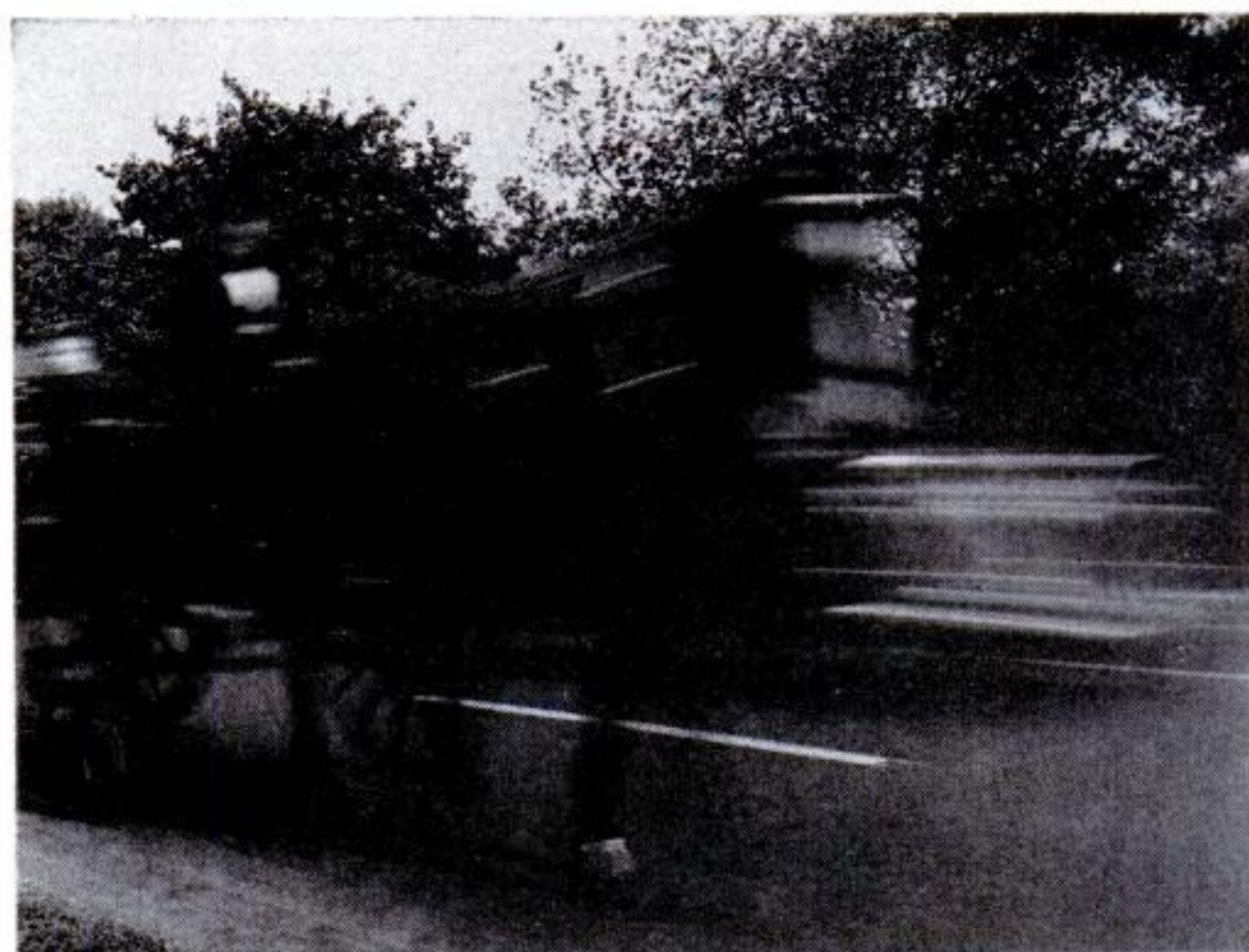
But she guessed wrong.

THE WRAPPED BOX in the picture above looks as if it *might* contain stationery...or bath salts...candy...facial tissues...a dozen different things. But...

It's Modess in a new-shape box. So discreet...keeps your secret so nicely. Still the same number of the same fine Modess napkins, at the same price. In Regular, Junior, and Super Modess sizes.

Now... Modess in a wonderful new-shape box!

CITY GHOSTS CONTINUED



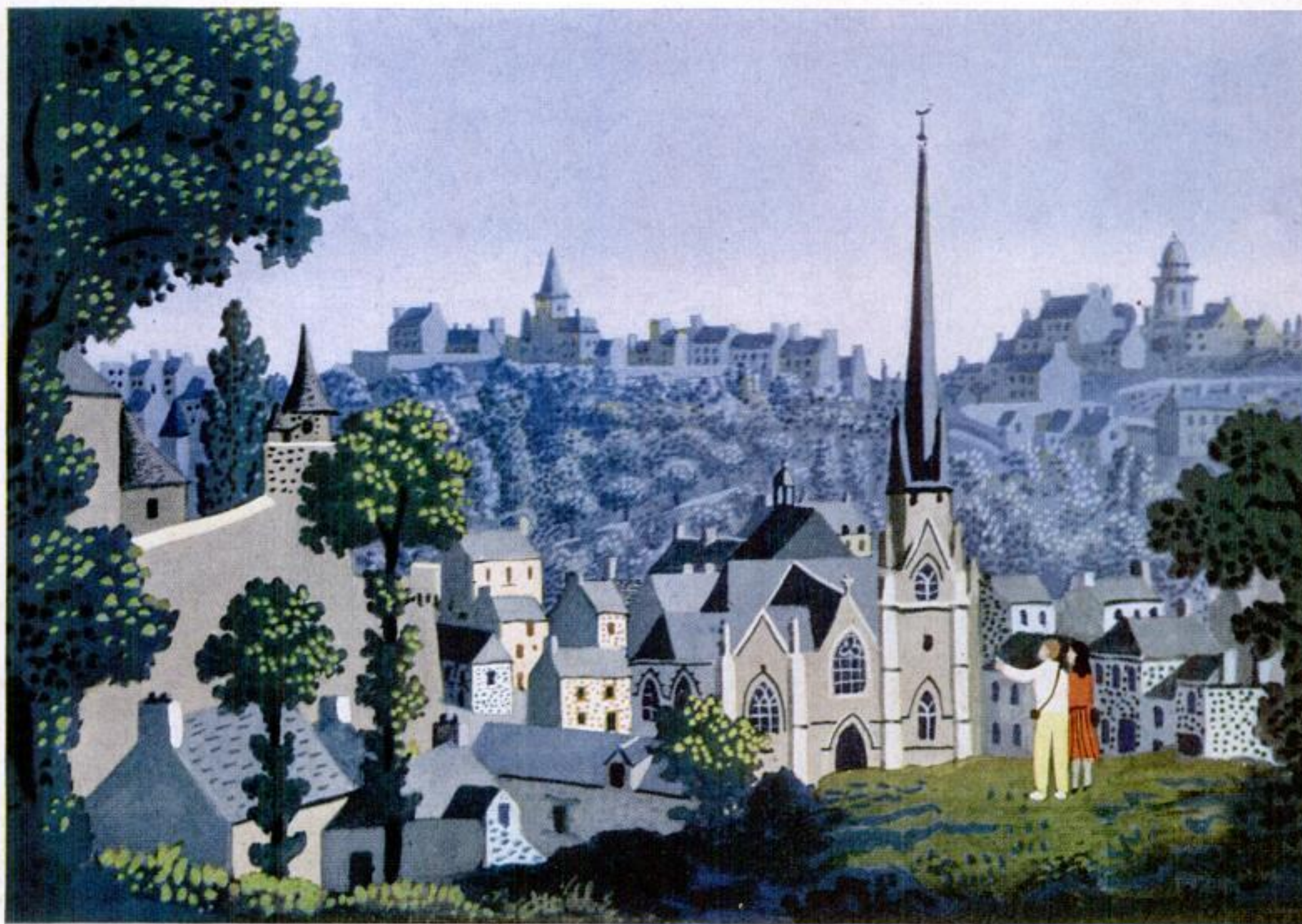
CENTRAL PARK CARRIAGE, which provides easy-going ride at about 5 mph, is pulled by a plodding but spooky horse alongside a speeding auto.



FIFTH AVENUE PARADE, paced by Navy drummers wearing white hats and puttees, passes a group of robed dignitaries at St. Patrick's Cathedral.

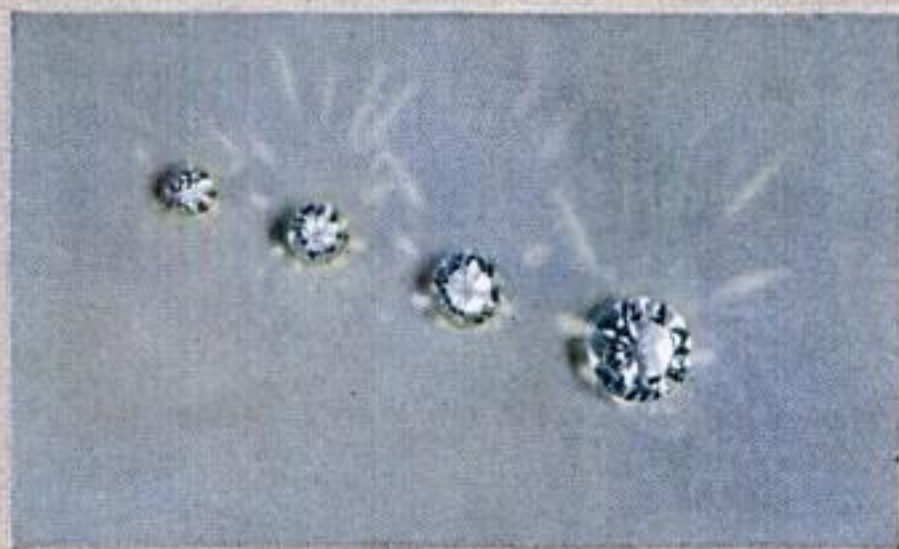


FERRY PASSENGERS arriving in Manhattan from Staten Island burst through exit openings and prepare to spend another day rushing about city.



Honeymoon in the Hills — painted for the De Beers Collection by Jean Hugo

a Diamond is forever



1/4 carat (25 points) \$100 to \$230
 1/2 carat (50 points) \$210 to \$475
 1 carat (100 points) \$625 to \$1250
 2 carats (200 points) \$1290 to \$3250

The above prices were secured for your guidance through a nationwide check in July, 1949. They are for the top-quality stones generally offered by jewelers for engagement rings. Exceptionally fine stones are, of course, more expensive. (Exact weights shown are infrequent.) Add Federal tax.

WHEN CHOOSING YOUR ENGAGEMENT STONE . . . remember color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. It is important to seek the counsel of a trusted jeweler. He will help you find the size and quality and style of stone that is in keeping with your preferences, and what you wish to spend.

May your happiness
last as long as your diamond

Ageless as the high-spread sky, your engagement diamond serves joyous watch through all your married days. Reflecting your pride and happiness in one another . . . recording tender words and reassuring glances . . . it is a steadfast token of your love.

So your diamond, though it may be modest in cost, should be chosen with care, for nothing else on earth can take its place.

De Beers Consolidated Mines, Ltd.

"So Soft – it feels
like facial tissue"



You'll love its *softness*, its *firmness*, too!
For Scott Paper Company's Soft-Weve is not one ply
thick but *two*! Yes, double for facial tissue
softness and the firm quality a toilet tissue must have!
Once you've tried it you'll know why so many women say,
"It's just like Scott to make things better!"

Toilet tissue firm...yet Cleansing tissue soft

"SOFT-WEVE" REG U. S. PAT. OFF.

NEW! DIFFERENT! A False Teeth Cleanser that Really Cleans!

**Coleo, made by Colgate, preferred
by 7 out of 10 false-teeth
wearers in introductory tests!**

Film is one of the hardest things to remove from false teeth! Does Coleo succeed? Hundreds tried Coleo in introductory tests. More than 7 out of 10 preferred Coleo to all types of false-teeth cleansers! There's your answer!

**Gently fizzes off film and stains in
10 to 15 minutes without brushing!**

Coleo contains a special ingredient developed by Colgate Scientists to gently fizz away mucin (film) and removable surface stains better, quicker... with complete safety to plates! Coleo makes false teeth and mouth feel fresher, cleaner. Leaves teeth sparkling! Try Coleo today!

Note: Coleo will not fade dentures, even the new, acrylic plastic plates.

Coleo is the trade-mark of the Colgate-Palmolive-Peet Company



Fast HELP for HEADACHE

UPSET
STOMACH
JUMPY
NERVES

BROMO- SELTZER

FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.

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One woman tells another—

Secrets? Gossip? Perish the thought! What the women in this story tell one another, they'd be glad to shout from the housetops.

We got it straight from the pen of young Mrs. J. B. Patterson, Jr., of Cincinnati.

Seems Mrs. Patterson was married during the war, when there were practically no Pequot Sheets available for civilians. So she bought whatever brand she could find... and thanked her lucky stars when her grandmother sent her two of her own long-used Pequots. Writes Mrs. Patterson:

"Those Pequots had seen plenty of service, but they still looked firm and soft, and so white. They still do today!"

And so do the Pequots, cut down to crib size, which her mother sent along when

the Patterson baby was born. So now:

"Four generations of my family use Pequots. And at the rate mine are not wearing out, I expect to be able to pass them on to my granddaughter."

There are plenty of grandmothers around today who had Pequots in their trousseaux. And whose daughters advise their daughters to get Pequots for good looks, value and long wear.

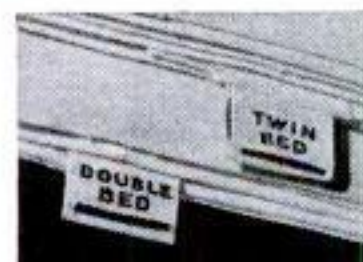
Today, you get two *plus* Pequot features*—two more fine reasons to buy dependable "plus-service" Pequots—America's most popular sheets.

Pequot Mills, Salem, Massachusetts
Also makers of Pequot Fine Combed Percales



Pronounced
"PEE-KWAT"

so good-looking so long-wearing



Projecting size tabs for quick finding on the shelf.



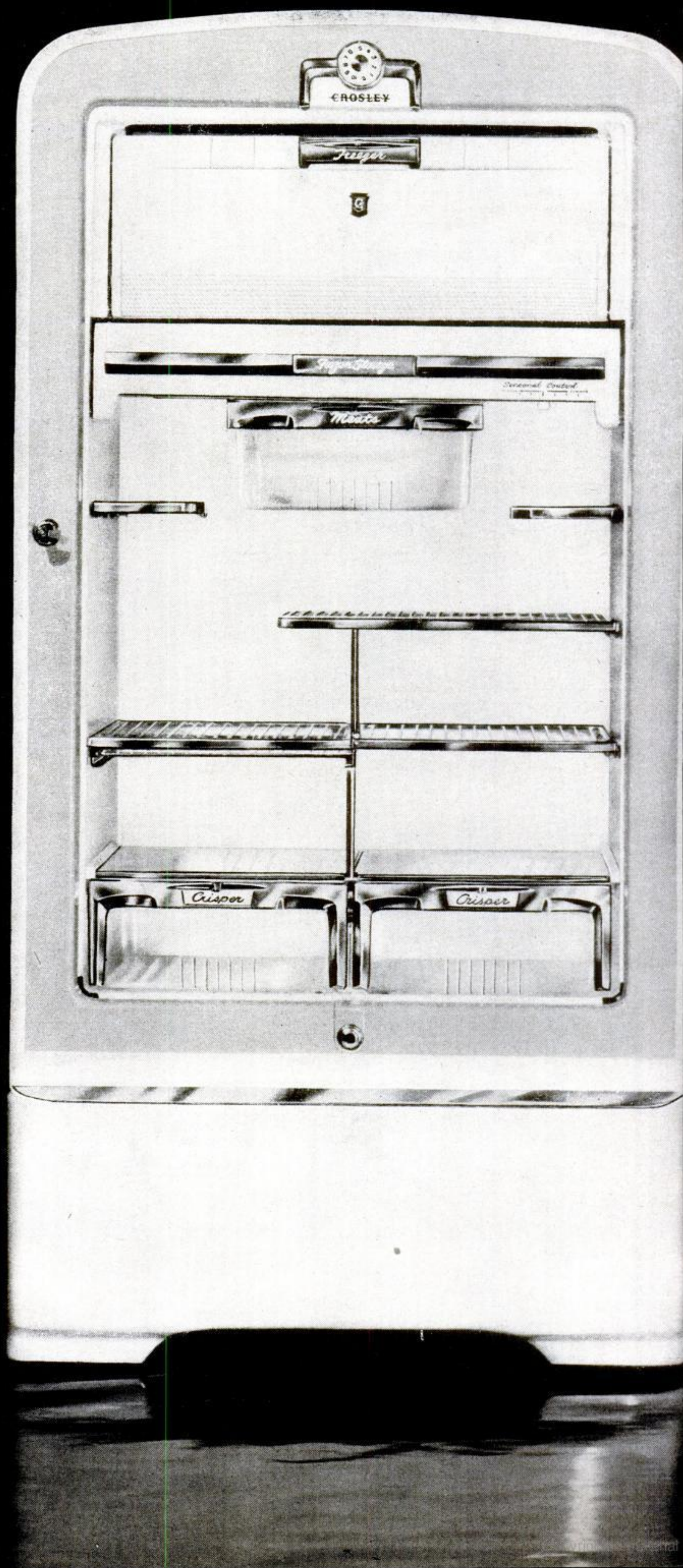
Double-tape selvages to give extra strength.

PEQUOT SHEETS

High-count muslins have the thread count and weight that give the longest service.

**CROSLEY
PRESENTS THE
MATCHLESS NEW
1950
SHELVADORS**

DESIGNED FROM THE WOMAN'S ANGLE
NEW SPACE • MORE SPACE
ALL AT THE "CONVENIENCE LEVEL"
NO STOOPING CLEAR TO THE FLOOR!





CROSLEY

*confidently predicts that
once you've seen and priced
the revolutionary new*

1950

SHELVADORS

*you'll never be happy with any
other refrigerator on earth!
Studded with brilliant, exclusive features,
crowned with glorious new beauty,
presented in eight handsome models,
the new 1950 Shelvadors
invite your enthusiastic inspection
now—at your Crosley Dealer's.*

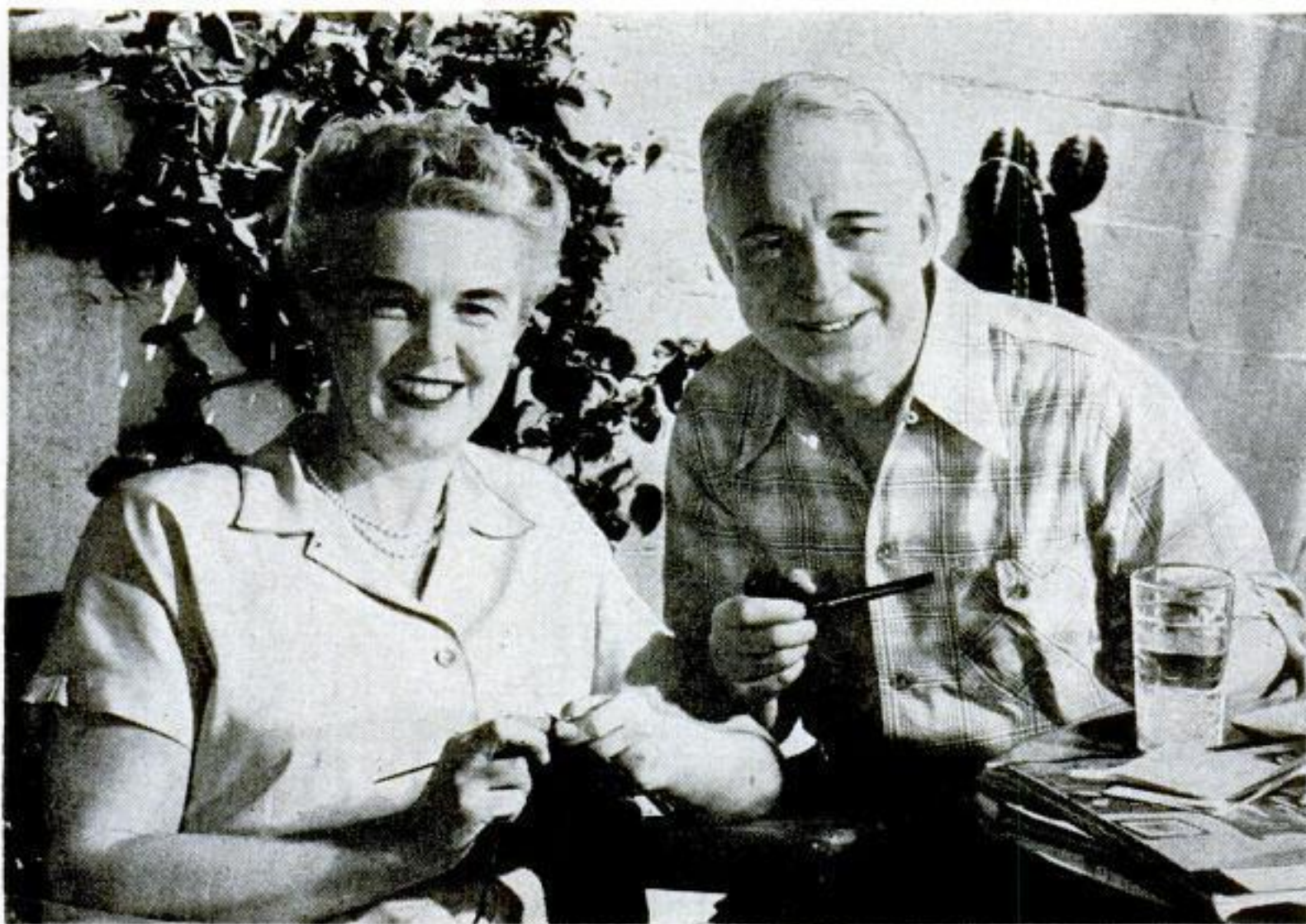
CROSLEY

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AVCO

Better Products for Happier Living

Shelvador Refrigerators . . . Farm and Home Freezers
Electric Ranges . . . Electric Kitchens . . . Steel Cabinets
Sinks . . . Electric Disposers . . . Electric Water Heaters
Radios . . . Radio Phonographs . . . Television
and of course, they're electric!*

*Made only by Crosley, T. M. Reg. U. S. Pat. Off.



How we retired with \$200 a Month

We'd never be out here in California today, financially independent, if it hadn't been for what happened back in Scarsdale, the night of September 10, 1926. How do I remember that date? It was my fortieth birthday and Nell had gotten tickets for "Countess Maritza" to celebrate. While she was dressing that night I sat in the living room, looking through a magazine.

I suppose any man feels kind of serious when he hits forty. *Someday* we wanted, Nell and I, to really enjoy life. Move out where it was summer all year, in southern California. Grow flowers and soak up the sun. Have time for living. But how could we?

We hadn't saved much. And I realized that a half of my working years had gone. I had a good job and a fair salary. But we found it hard to bank anything. So I began to wonder—must I always live on a treadmill, like so many others?

As I turned the pages, an ad caught my eye and I started to read it. Oddly, the ad seemed meant for me. There *was*, it said, a way for a man to retire on an income—without ever being rich. It was called the Phoenix Mutual Retirement Income Plan. With it I could arrange to get a guaranteed income of \$200 a month beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either Nell or I lived.

Just as I finished, Nell came rushing downstairs in a hurry as usual. But I stopped long enough to tear out the coupon at the bottom of the ad. I stuck it in an envelope and dropped it in the mail on our way to the show.

Well, that was back in 1926. A few years later, the stock market crashed and the depression came along. Then the war. Many times I was thankful that I had my Phoenix Mutual Plan.

Well, a while back my sixtieth birthday arrived—and was *that* a celebration! I was all set to retire. And it wasn't long before my first Phoenix Mutual check for \$200 came in. So we sold the Scarsdale house and headed for California.

We're in a beautiful spot here, just right for us. And every month, right on the dot, the postman hands us another check. Security? Why, we have more than lots of rich people. Our income is *guaranteed for life!*

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$100 to \$200 a month, or even more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans and how to qualify for them. Similar plans are available for women. Don't delay. Send for your copy now.

PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE Co.
786 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE Co.
786 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

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LIFE

Vol. 27, No. 18

REG. U.S. PAT. OFF.

October 31, 1949

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LIFE'S COVER

The portrait on LIFE's cover this week of Princess Margaret (pp. 96-113) was taken by Dorothy Wilding, the official photographer to the Court of St. James's. Other notable photographers, such as Cecil Beaton, also picture the royal family, but Miss Wilding has taken the official portraits ever since 1937, when she was "commanded" to Buckingham Palace to record the Coronation. The only woman ever to have held this honorable position, she describes Princess Margaret as a "bright, vivacious person, very photogenic and easy to pose."



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Can you imagine giving your favorite child all 12 of these brand-new books for only \$1



"Yes, indeed—bringing happiness to youngsters with gifts like this one makes it fun to be Santa Claus!"

You don't have to imagine it... just mail the coupon!

LAST year over a million small-fry readers squealed with delight over a gift called "Tiny Animal Stories." Now here is a new companion set, TINY NONSENSE STORIES:

- 12 little books, 2" x 3", nesting in their own bookshelf-box.
- 288 pages in all (24 per book) telling 12 funny animal adventures by Dorothy Kunhardt.
- Illustrated with 130 full-color miniature paintings by Garth Williams.
- The box itself is a Nonsense Town city block on the outside, a Nonsense Town Super-Market on the inside.

The cover pictures shown here give you only a hint of the color-splashed fun waiting inside. The stories are the kind that mean the most to the Tricycle Set. The ad-

ventures of Roger Mouse, Raymond Frog, Robert Pig, Dorothy Donkey, Thomas Rabbit, and the other animal children who live in these little books are suspiciously like the things that *really* happen to *real* boys and girls on Christmas, Easter, Halloween, and at picnics, visiting grandparents, playing April Fool.

Your budding booklovers will cherish these sturdy little volumes for months—read them, carry them in pockets, fit them back into the box again and again. If you think \$1 a tiny price indeed for bringing so many hours of pleasure to youngsters you love, mail this coupon. Do it *now*, and we'll hurry your order to you in time for Christmas giving. **SIMON AND SCHUSTER, Publishers, Dept. 50, 1230 Sixth Avenue, Rockefeller Center, New York 20, N. Y.**

"ALL CHILDREN LOVE GOLDEN BOOKS"

To Your Favorite Bookseller, or
**SIMON AND SCHUSTER, Publishers—Dept. 50
1230 Sixth Ave., Rockefeller Center, New York 20, N. Y.**

Please send me TINY NONSENSE LIBRARY set(s), at only \$1 for each boxed set of 12 books. Enclosed is \$..... in full payment. When my package arrives, if I don't think it's worth a whole lot more than it costs, I may return it to you for a complete refund.

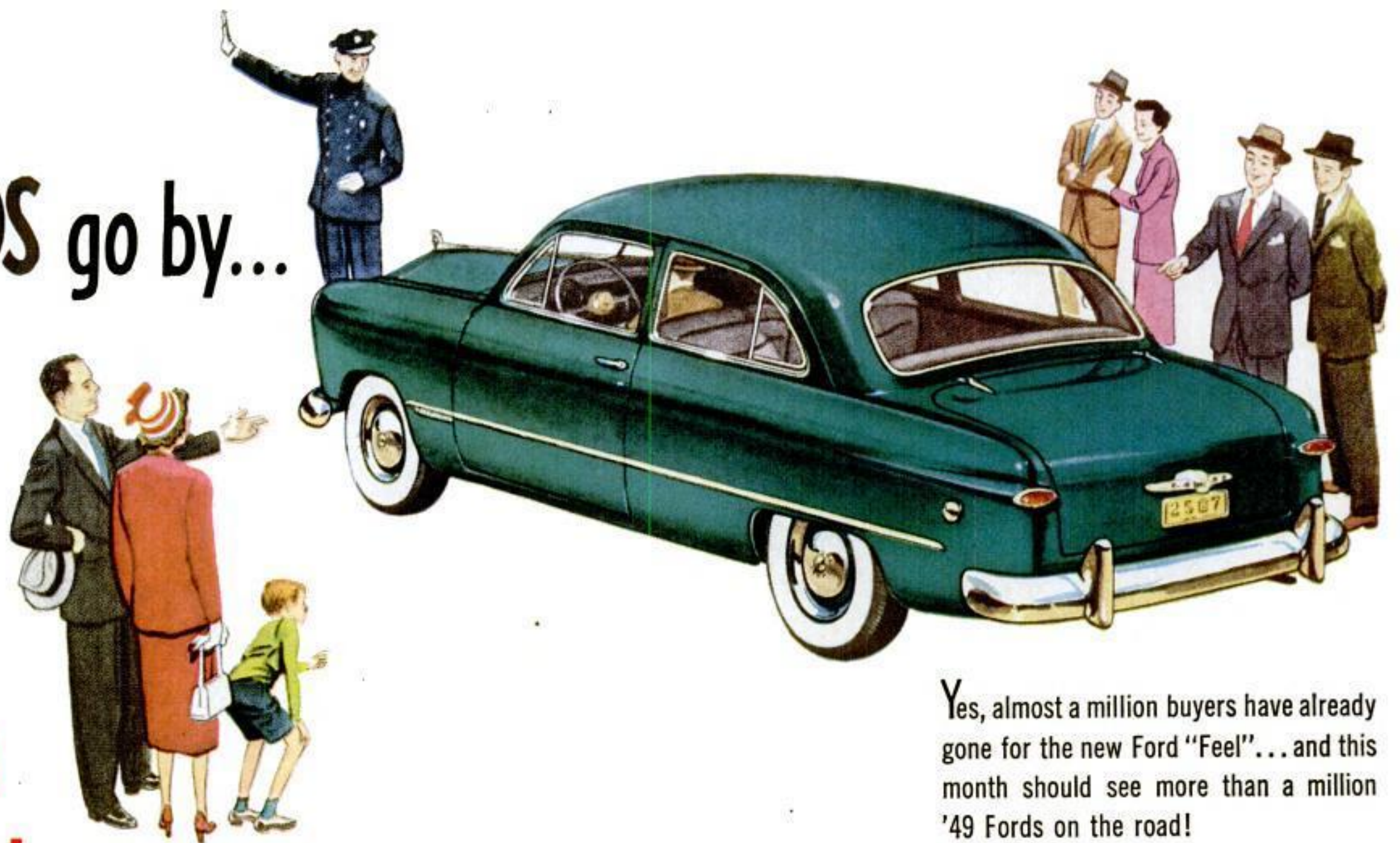
Name
(Please print plainly)

Address

City Zone No. State

☐ If your favorite child rates a double gift, then simply check here and order..... (how many?) sets of "Tiny ANIMAL Stories." Over a million of these sets have already been sold. 12 books (different from "Tiny NONSENSE Stories") in a colorful jungle-house box. (Also \$1 per set)

Watch the **FORDS** go by...



and watch the
buyers go for that new
FORD "FEEL"



Yes, almost a million buyers have already gone for the new Ford "Feel"... and this month should see more than a million '49 Fords on the road!

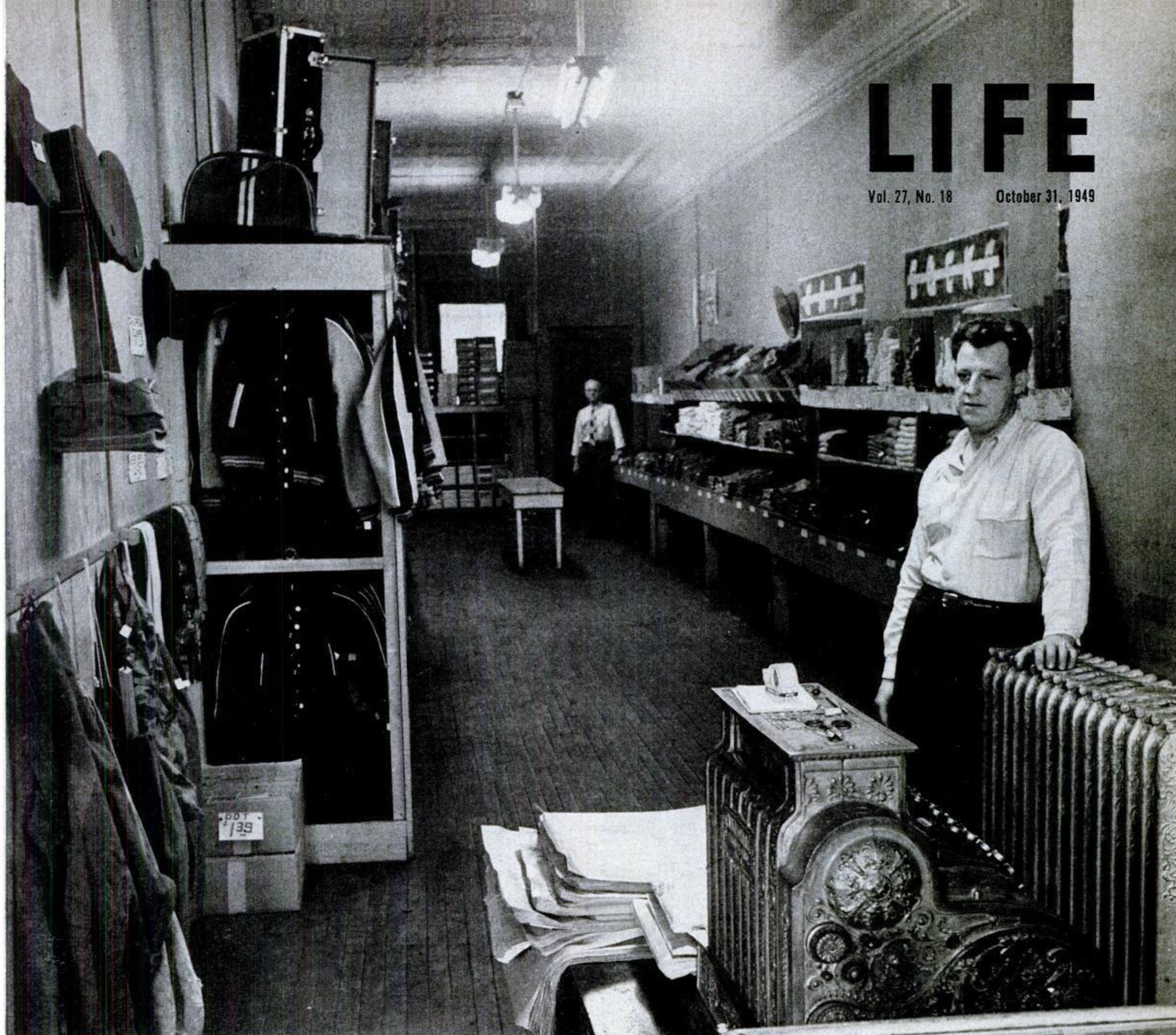
Buyers go for the "feel" of the great Ford engines—the famous 100 h.p. V-8 and the brilliant 95 h.p. Six! Ford's V-8, you know, is the type used in America's costliest cars. In its field, only Ford offers 8 cylinders and 100 horsepower.

Buyers also go for the "feel" of Ford's great team of "Hydra-Coil" and "Para-Flex" Springs and for Ford's superb handling ease.

And they go for Ford's beauty—the beauty that won it the New York Fashion Academy's Gold Medal as "Fashion Car of the Year." Yes, watch the Fords go by—then take the wheel and try that new Ford "Feel" today.

White side wall tires optional at extra cost.

There's a *Ford* in your future



IN GARY THE STEEL STRIKE HITS RETAILER EDWARD ZAWILA (RIGHT), WHOSE CLOTHING STORE IS EMPTY AT 10 A.M. EXCEPT FOR HIMSELF AND A SALESMAN

STRIKE PINCH BEGINS TO HURT THE U.S.

Last week, for the third straight week, the normally smoke-filled skies over Homestead, Pa. were blue and crystal clear. Homestead was unnaturally quiet too. The fiery roar of its big steel mills was stilled. No lines of men went in to work—and no pay checks came out.

It was like that in steel towns all over the U.S. In Gary, Ind. local businessmen (above) found their receipts off as much as 50%. In Homestead, Pa. workers were losing \$875,000 a week in pay checks. But while the effects of the big steel strike had been felt only locally for the first two weeks, they were now beginning to be felt on a slowly paralyzing national scale. There were 146,000 steelworkers on strike in Pennsylvania, 123,000 in Ohio, 50,000 in Indiana, 21,000 in Illinois. In all half a million steelworkers were out.

The issue was perfectly clear. Should workers share the cost of pensions for men 65 and over (as Big Steel insisted) or should the company foot the

bill (as C.I.O. President Phil Murray insisted)? Negotiations were followed by more negotiations, but each side clung stubbornly to its demand.

Meanwhile the combination of the steel strike and the even longer coal strike (380,000 men out) was slowly sapping the nation's strength. Already manufacturers were reluctantly planning layoffs (box at the right). Railroads began to discontinue trains. The nation, which last summer had shaken off a recession in its early stages, found a new threat.

Here and there a steelworker grumbled that he was losing pay unnecessarily, but the steelworkers, a well-disciplined union, held firm. President Murray toured his battlefronts peppering up his troops (pp. 28, 29). Periodically company and union representatives met with government's ubiquitous, craggy-browed Cyrus Ching (p. 30). For the sake of the U.S.'s economic health it was increasingly necessary that they reach a solution that would again send smoke belching out of the furnaces.

STRIKE BY-PRODUCTS

Detroit: Chrysler and Ford plan to lay off up to 200,000 workers by Nov. 15.

Pittsburgh: Westinghouse puts ranges and refrigerators on an allocation basis.

New York: New York Central cancels 89 steam trains, will cancel 100 more.

Erie, Pa.: General Electric has laid off 1,500 men, plans to lay off 6,000 more.

Bettendorf, Iowa: 3,000 J. I. Case workers (farm equipment) on a 4-day week.

Washington: Commerce's Sawyer estimates 2 million unemployed by Nov. 1.

THIS IS HOW PHIL MURRAY RALLIES THE STRIKERS

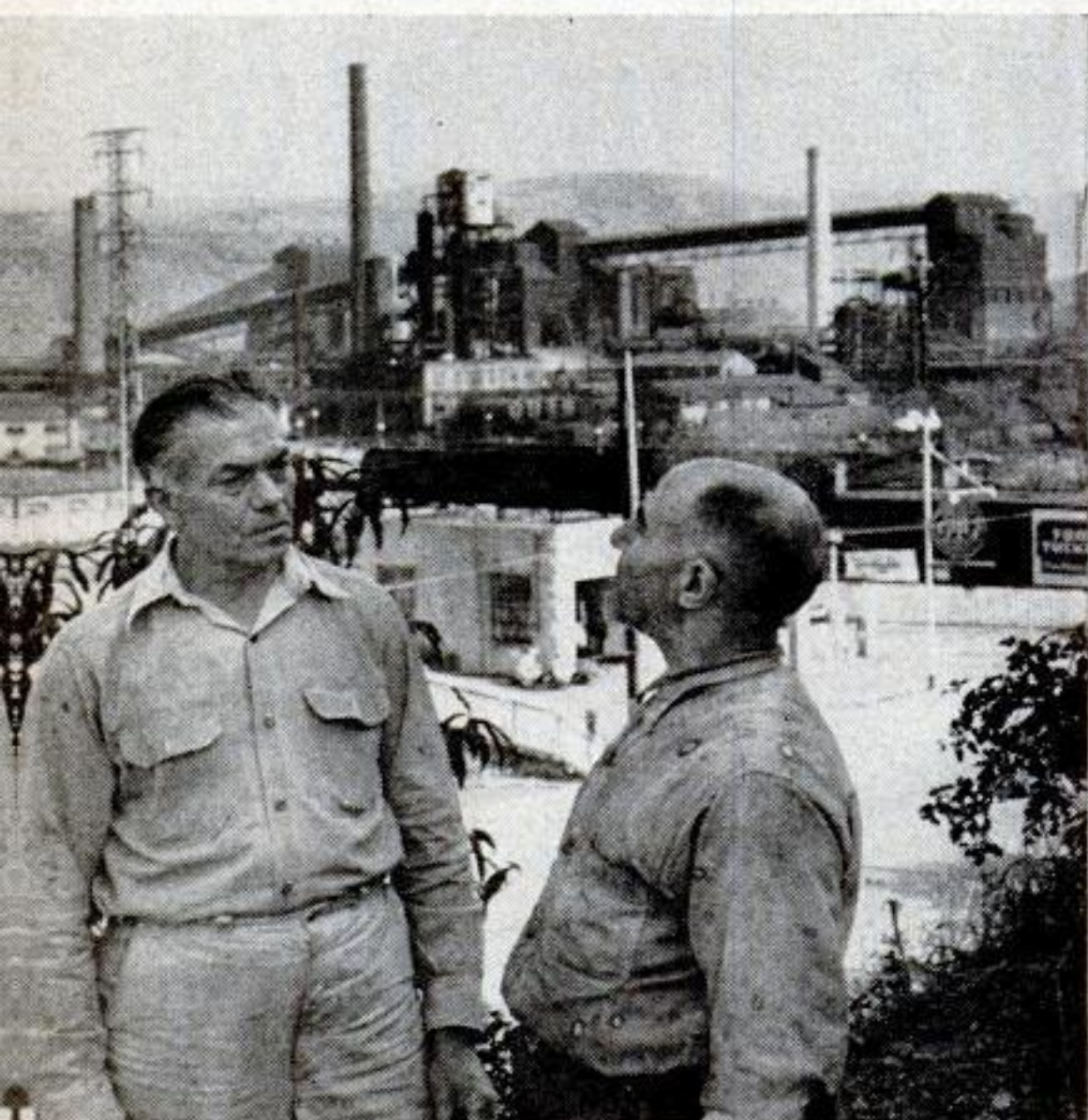


MURRAY'S PRIZE EXHIBIT, displayed before striking steelworkers at Homestead, is Andrew Girasek (with sign), who gets a pension of 29¢ a month from U.S. Steel. Union claims the average is \$5. Company points out gaps in Girasek's service, admits its worker-contributory plan is archaic, says that it is eager to improve it.



STRATEGY SESSION is held by "The Boss" on Oct. 13 with union negotiating committee in a dispute with the Aluminum Company of America. Four days later Murray's union struck 16,000 workers at nine Alcoa plants over the same demand that shut down steel—the union's demand for a 10¢-an-hour company contribution for pensions and insurance.

THIS IS HOW A STRIKER SPENDS HIS IDLE TIME



IDLE STEELWORKER Bill Felicetty (left) of Clareton, Pa., who has spent 44 of his 57 years in mills, talks with fellow striker Angelo Donofrio on a hill which overlooks smokestacks of idle Carnegie-Illinois steel works.



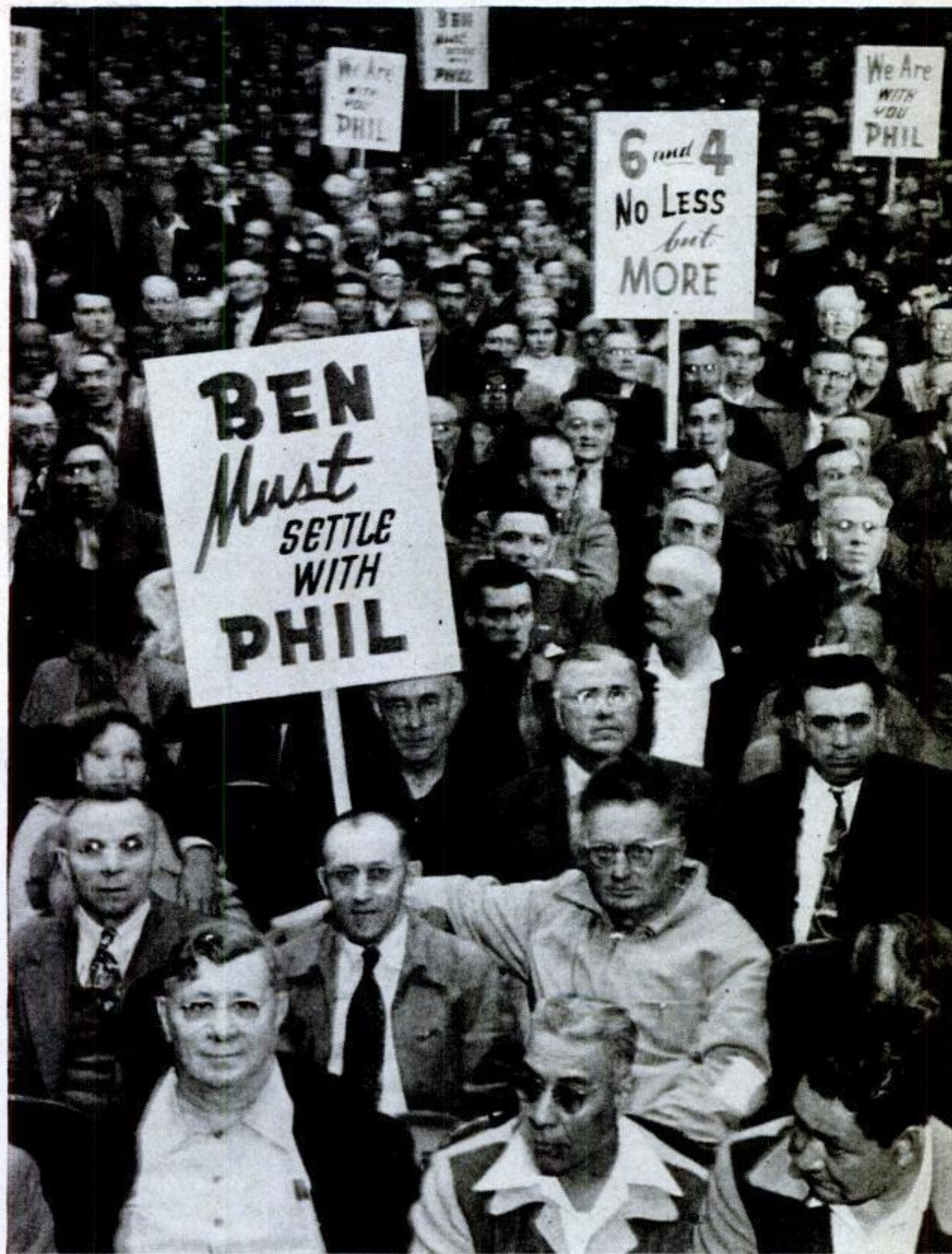
SIMPLE DINNER for Felicetty family of nine has chuck roast as main dish; Mrs. Felicetty has quit buying top cuts of meat. Son Al (upper right) is also a steelworker on strike. Felicettys were in better shape than most, with \$536 in the bank and a home paid for.



FEEDING THE PIGEONS outside his home helps Felicetty while away time; he says they make him think of the farm to which he hopes to retire some day and raise fighting cocks. He has



STUMP SPEECH by Murray exhorts Gary steelworkers audience of 10,000 on Oct. 18. He quoted steel executives' high salaries and pensions ("I would not mind if these men were not tappin' the till, you understand"). Murray made four such speeches within eight days, mainly to pep up younger strikers, who are not yet concerned with necessity for pensions.



STRIKE SLOGANS proclaim loyalty to The Boss during Gary speech. Murray pulled out all the stops in his speechmaking; by turns he was humorous, sentimental, plaintive, angry. Some Gary strikers thought he was not angry enough ("We knew all that stuff. . . . He could have made the 'V' for Victory sign, like Churchill").



a blind faith in his union, was among the first to volunteer to wear C.I.O. buttons when steel industry was organized in 1936. Says Felicetty, "If you ain't got a union, you ain't got nothing."



WEARING HIS BEST SUIT, Felicetty drops by plant to talk to his friends on picket duty. Felicetty does an eight-hour stint every Tuesday night. When he began work at 14 he was paid only \$5.30 for a six-day week; now he takes home \$66.75 for a five-day week.



GREETING HIS CHILDREN, Carol, 13, and Joey, 7, as they return from school is one thing Felicetty likes about strike; usually he is working at that hour. He hopes Joey will be the first of his nine children to go to college.



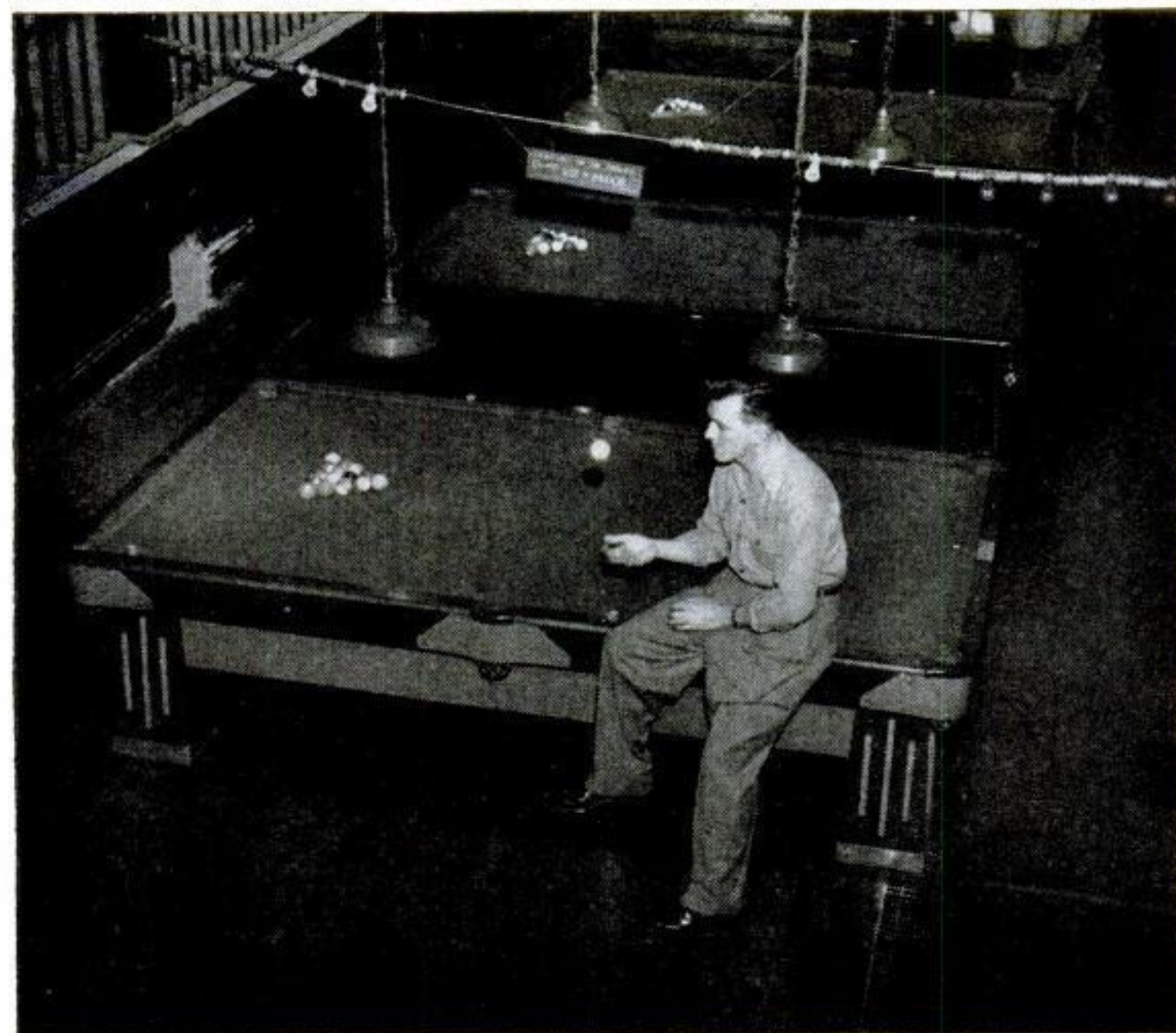
IN A VACANT SHOWROOM in Gary a sign announces easy credit for steelworkers who are short of cash. Gary department stores reported business off 40% at week's end.



RECRUITING POSTER for Red Cross capitalizes on boredom of Gary workers.



UNION HANGOUT, the Subway Club in Gary, has turned bar into a soup kitchen.



IN A VACANT POOLROOM in Homestead, Pa. Owner Ed Lapko idly juggles a ball. "You know how much my business is off, bub? Eighty per cent, bub, eighty per cent."

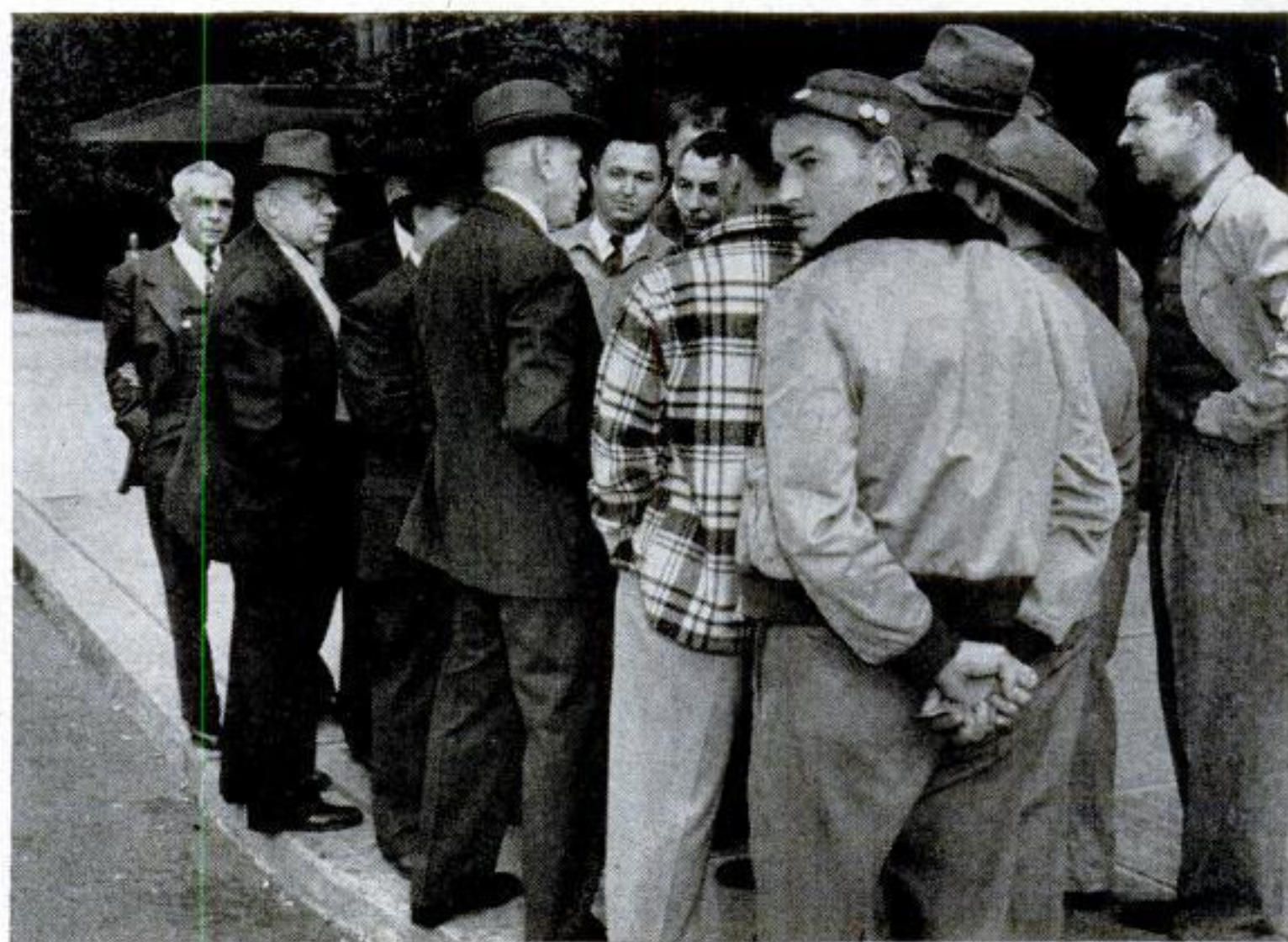


MEDIATOR CHING (center) and his assistants board a train for talks with U.S. Steel in New York.

WANTED: A FORMULA TO SAVE FACE

It was the task of U.S. Conciliation Chief Cyrus Ching (above), a cheerful, pipe-smoking Republican, to find a formula that would settle the steel strike and save face on both sides. U.S. Steel insisted the pension question was a moral issue; so did the C.I.O.'s Phil Murray. Murray's bargaining position was difficult in that he had little left to concede; he had given up a fourth-round wage increase when he accepted a presidential fact-finding report (which recommended a company-financed 10¢-an-hour package). On the eve of next week's C.I.O. convention in Cleveland, where he expects to have a showdown with Communist-line unions in the C.I.O., Murray could hardly retreat in steel negotiations without weakening his hand. One angle which was being gingerly explored at week's end: let the steel companies pay the 10¢ demanded by Murray, supplemented by a 2¢ workers' contribution, which some steelworkers already pay.

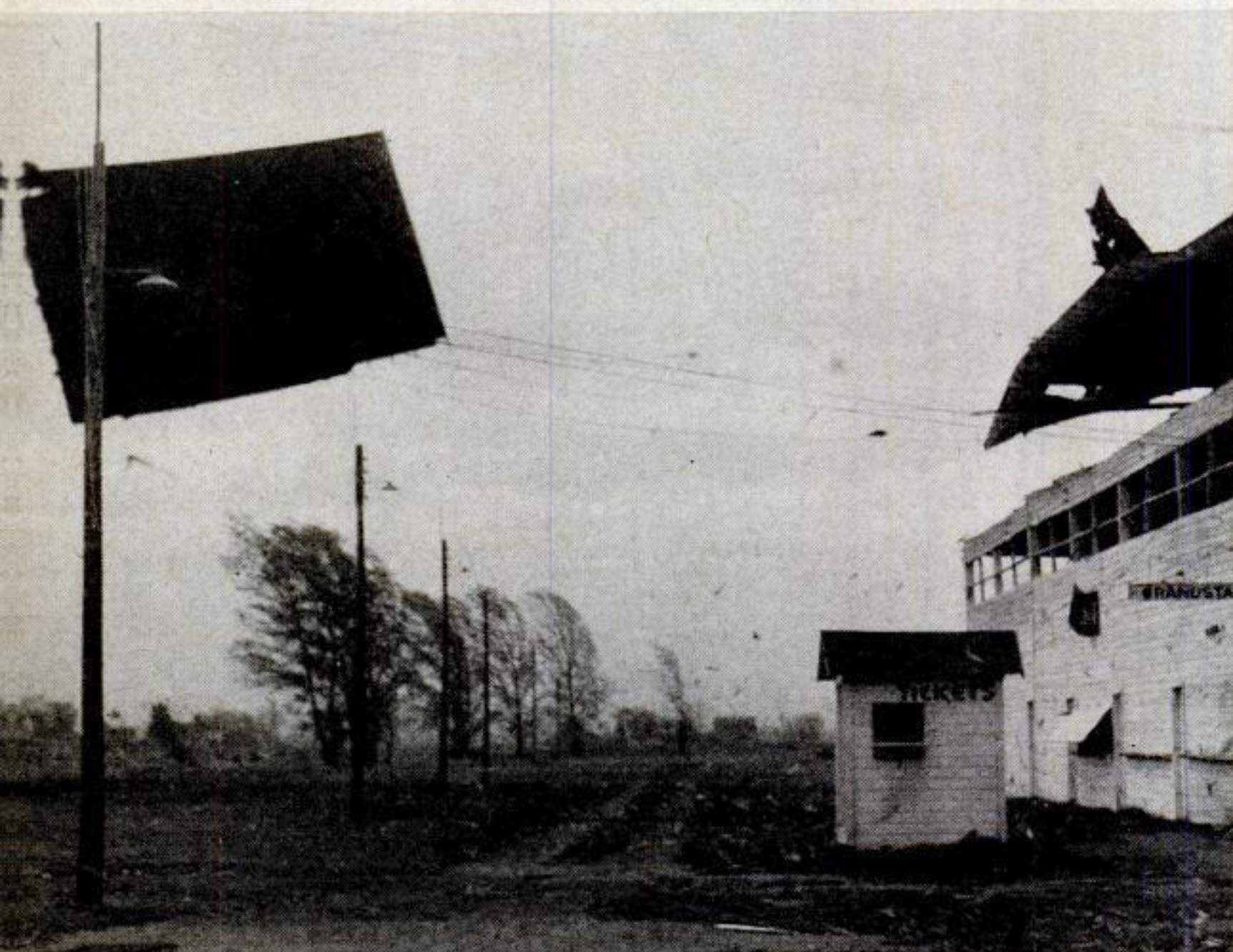
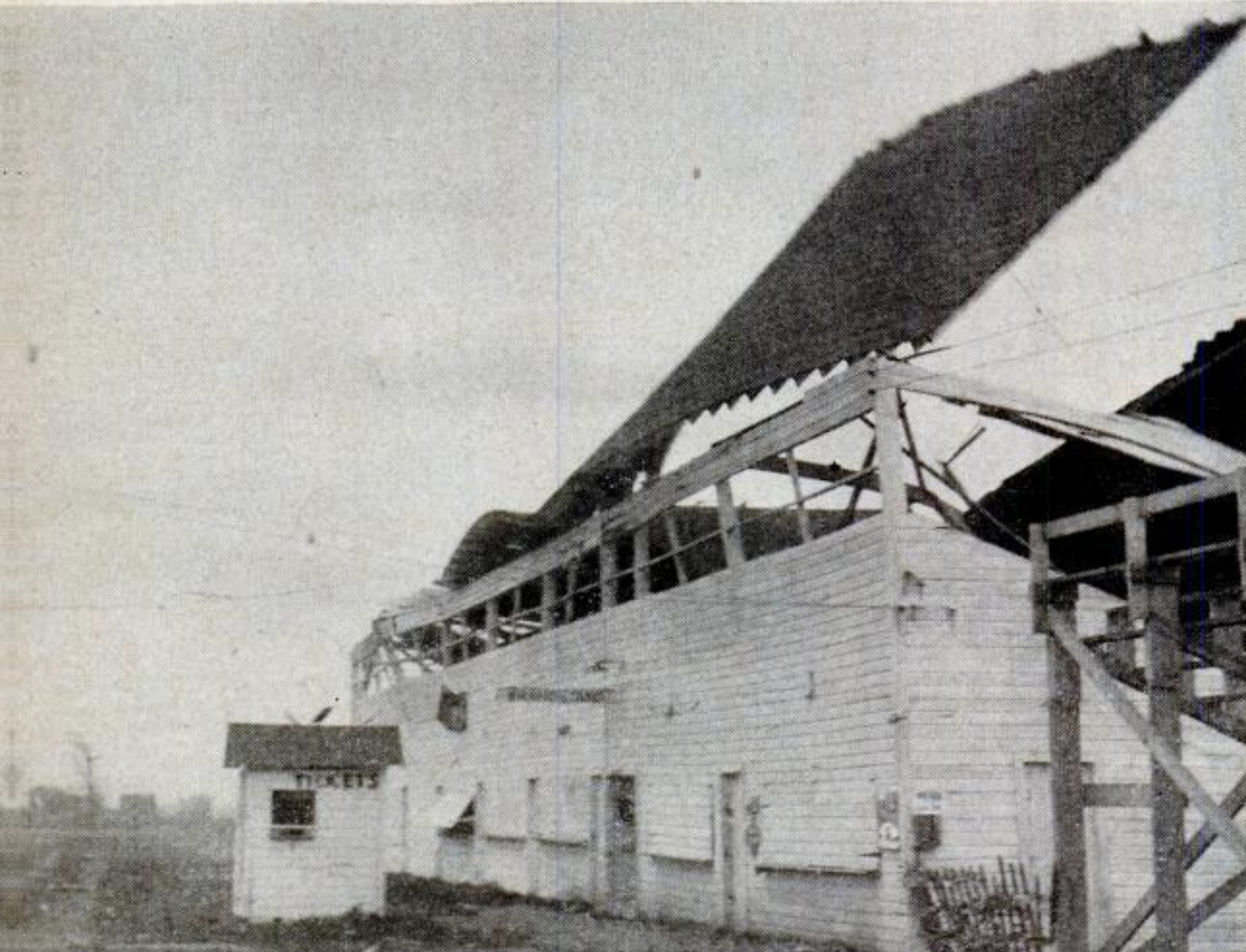
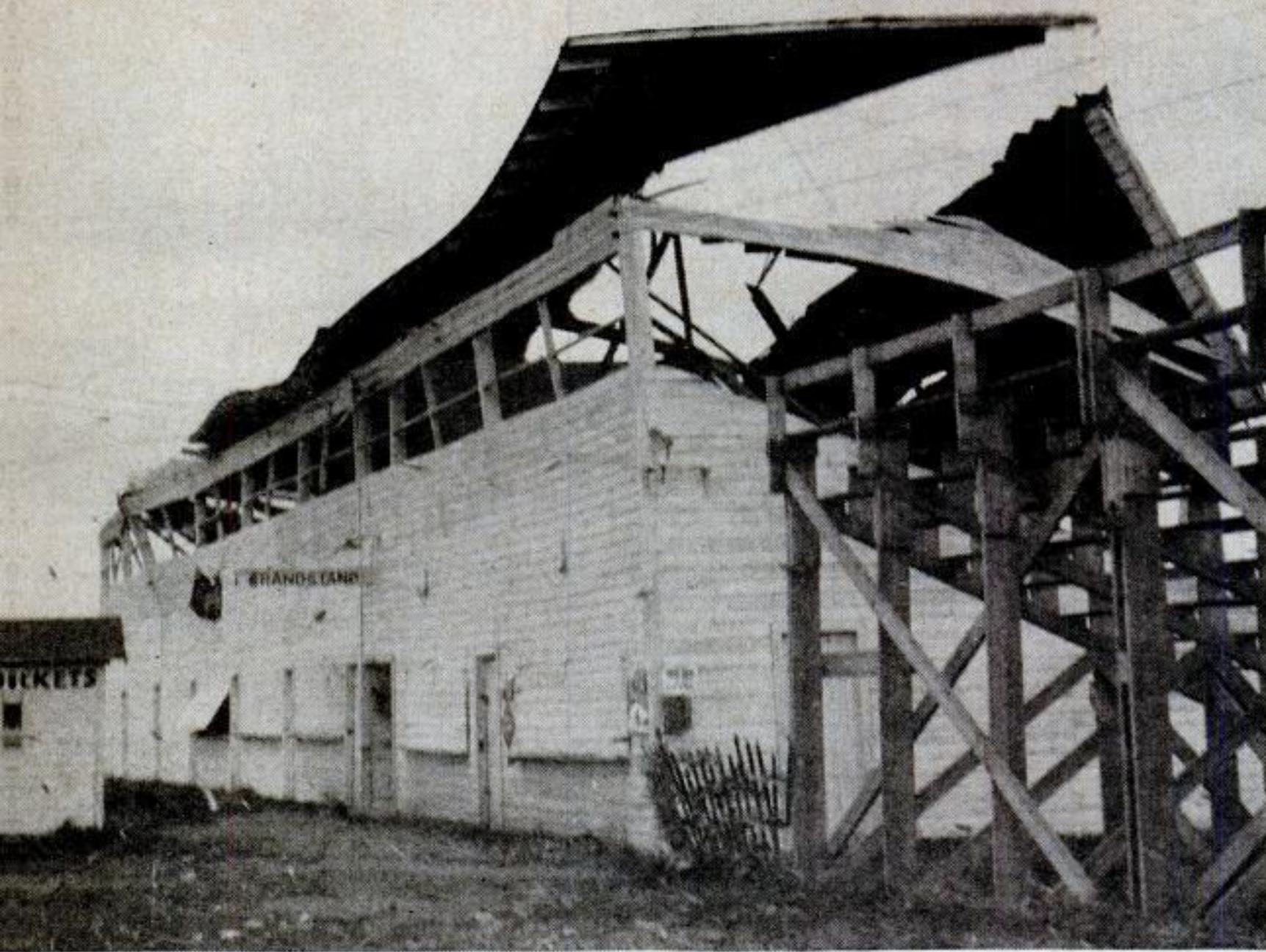
Meanwhile, whatever Ching might accomplish in steel, the U.S. economy would not regain its full-throated roar until John L. Lewis sent his miners back to the pits. With the nation's coal stock pile diminishing at the rate of eight million tons a week, fruitless negotiations between Lewis and the mine operators were still dragging on. As usual nobody knew whether or not he really wanted to settle. At week's end President Truman had made no move to intervene in either strike, on the theory that as yet there was no national emergency to warrant White House action. But to local merchants (left) and manufacturers who were beginning to feel the pinch, it looked as if the emergency were already here.



STEEL EXECUTIVE, Bethlehem Board Chairman Eugene Grace (center), stops to talk with union pickets outside firm's offices. He argued company's case for 30 minutes.

AS THE PICKET SHIFT CHANGES AT 6 P.M.
GARY STEELWORKERS LINE UP DEFIANTLY
IN FRONT OF CARNEGIE-ILLINOIS PLANT





RAISING THE ROOF A big wind put on the most impressive show the Dakota County fairgrounds at Farmington, Minn. ever saw. While two Dakota County *Tribune* photographers braced themselves outside the grandstand, the 89-mile gusts fluttered the roof like a blanket (*top and center*), then sent chunks of it sailing through the air.



↑ BORDER INCIDENT Before Chinese Communist flags in Shataukok village, which marks the China-Hong Kong border, British and Red captors of Canton made their first cautious contact. Inspector R. M. Oliver and a Red irregular shook hands, chatted, parted.





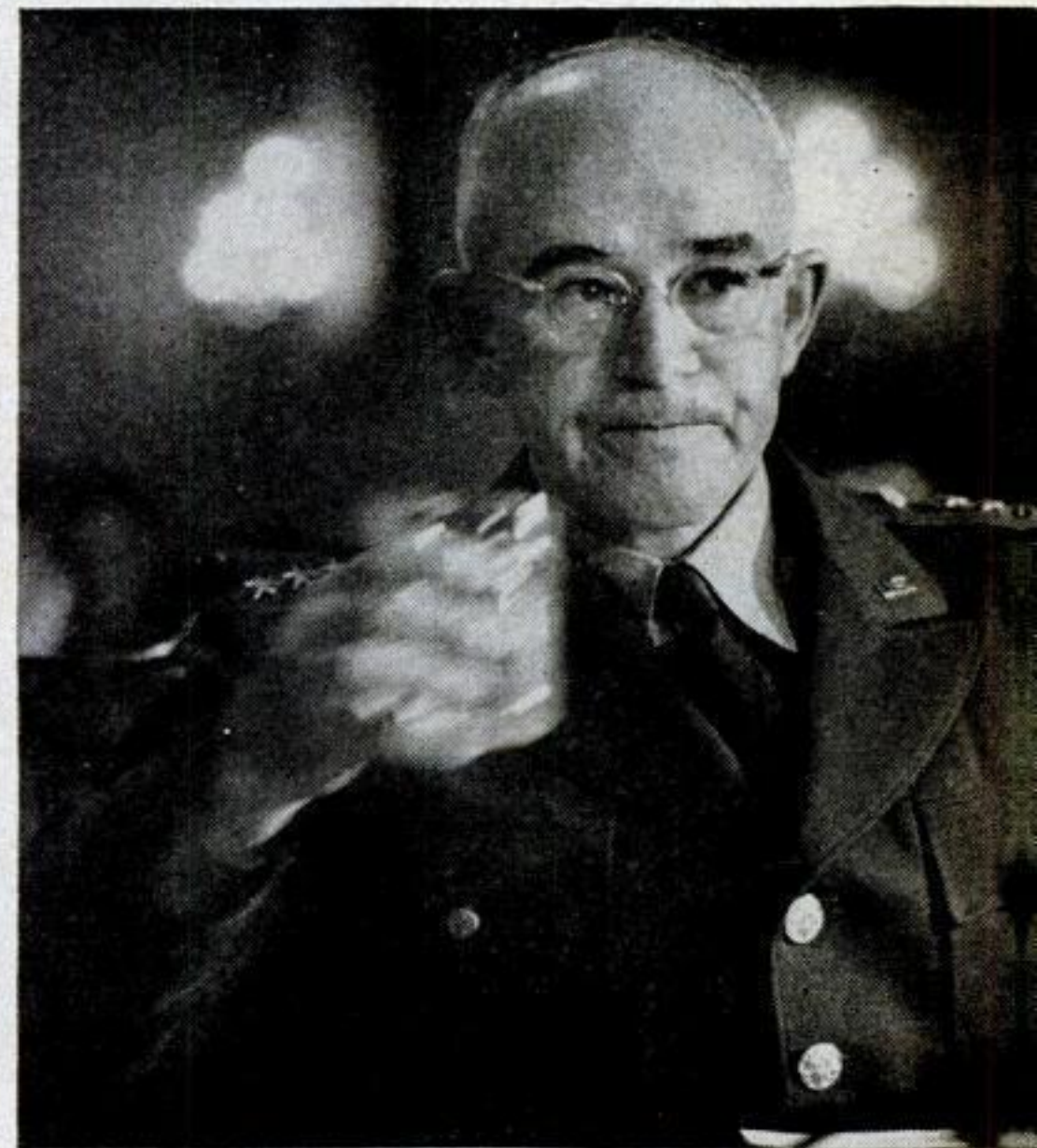
↓ **COASTAL ACCIDENT** On fire at sea 140 miles off Grays Harbor, Wash., the schooner *Salina Cruz* capsized, scattering its cargo. The crew of 17 was saved.



AIR FORCE GENERALS VANDENBERG (RIGHT) AND NORSTAD ARE CALM AS THEIR SIDE IS HEARD BY COMMITTEE



EISENHOWER SAYS A UNIFIED U.S. CAN WHIP THE WORLD



OMAR BRADLEY PAUSES BETWEEN HARSH WORDS



LOUIS JOHNSON BELIEVES THAT UNIFICATION WILL WORK



CHAIRMAN VINSON PEERS THROUGH SPECTACLES

NAVY REBUKED It was the Air Force's turn to hit the Navy line last week as the House Armed Services Committee concluded its hearings on the threatened breakdown of unification. The severest blows, however, came not from the Air Force generals, who simply presented a sober defense of their strategic concept. It was General Omar Bradley, chairman of the Joint Chiefs of Staff, who delivered the stinging rebuke to

the admirals. They were, he said, "fancy Dans" who want to "call the signals." Bradley's concept of the Navy's job: they should sink subs and keep the shipping lanes open. Top priority would go to strategic bombing and large-scale ground warfare. Though the admirals bristled, General Eisenhower and Defense Secretary Johnson wound up with the almost-comforting assurances that unification was actually suffering nothing more than severe growing pains.



STATESWOMAN Eleanor Roosevelt, who did not go to college, won Doctor of Laws degree. Her citation: "She is today one of the first among those engaged in the eternal struggle to enlarge and protect the rights of man."



BIOCHEMIST Gerty T. Cori, alumna of a Prague university, was honored as a Doctor of Science. With her husband, she won a 1947 Nobel Prize for carbohydrate research. They teach at Washington University, St. Louis.



SENATOR Margaret Smith of Maine, who missed college, became an LL.D. First woman to serve both as representative and senator, she was cited by the college as one of America's "ablest and most valuable public servants."



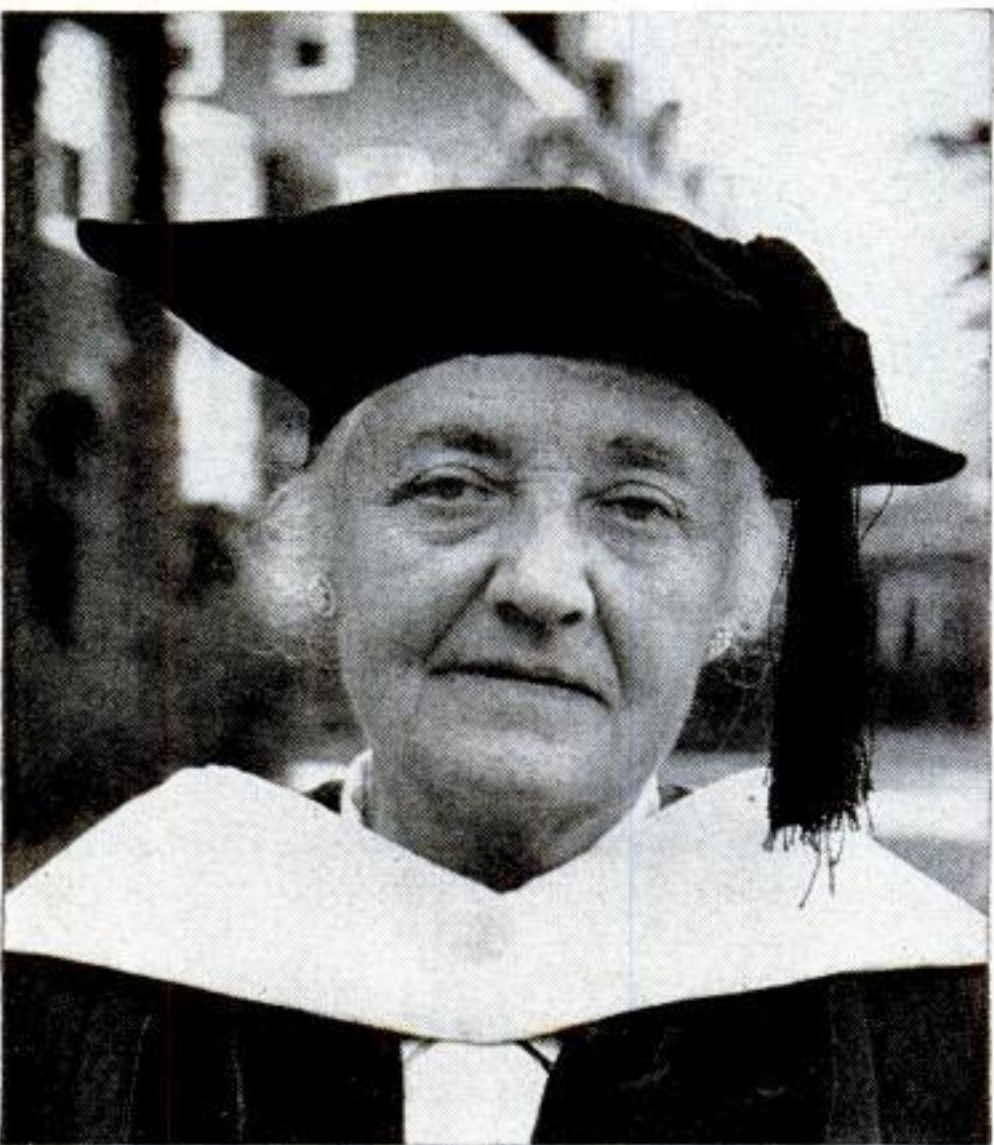
HISTORY TEACHER Helen Maud Cam, Cambridge graduate and first woman professor on Harvard's Arts and Sciences faculty, also won an LL.D. "A profound student," she is an expert in English constitutional history.



BIOGRAPHER Margaret Clapp, a graduate and new president of Wellesley College, was given an LL.D. for "scholarly achievement." Her historical biography *Forgotten First Citizen: John Bigelow* won a Pulitzer prize.



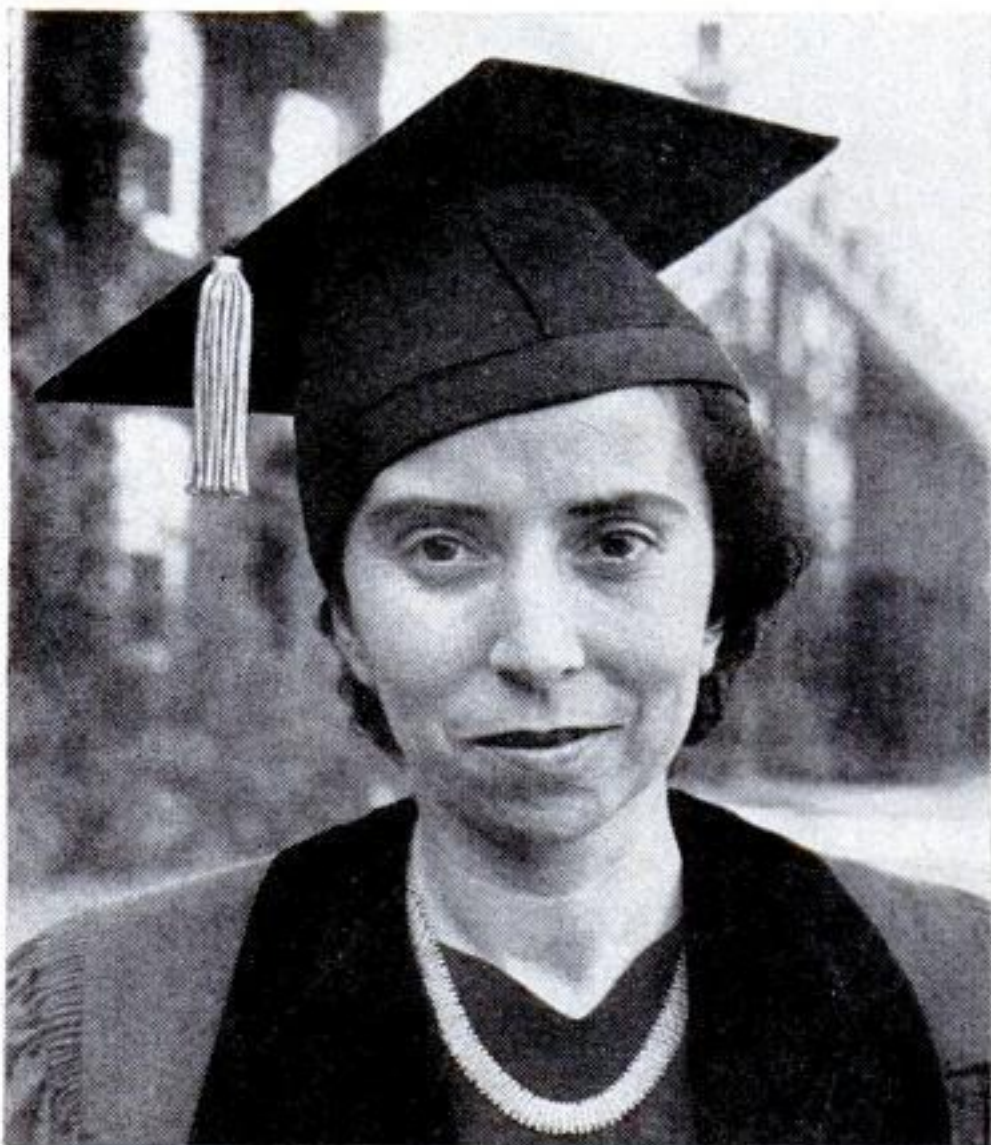
JOURNALIST Barbara Ward, an Oxford alumna and at 35 foreign editor of London's *Economist*, got her LL.D. because "she has become one of the most widely read and most influential persons in the entire Western world."



NOVELIST Mary Ellen Chase, graduate of University of Maine, received the lone Litt.D. She teaches English at Smith, which recognized her "extraordinary range of learning." Best known among her novels: *Silas Crockett*.



EDUCATOR Sarah Gibson Blanding, who studied at Kentucky, Columbia and in London, won Smith's LL.D. as president of rival Vassar—its first woman prexy. She was also first woman appointed to ECA's advisory board.



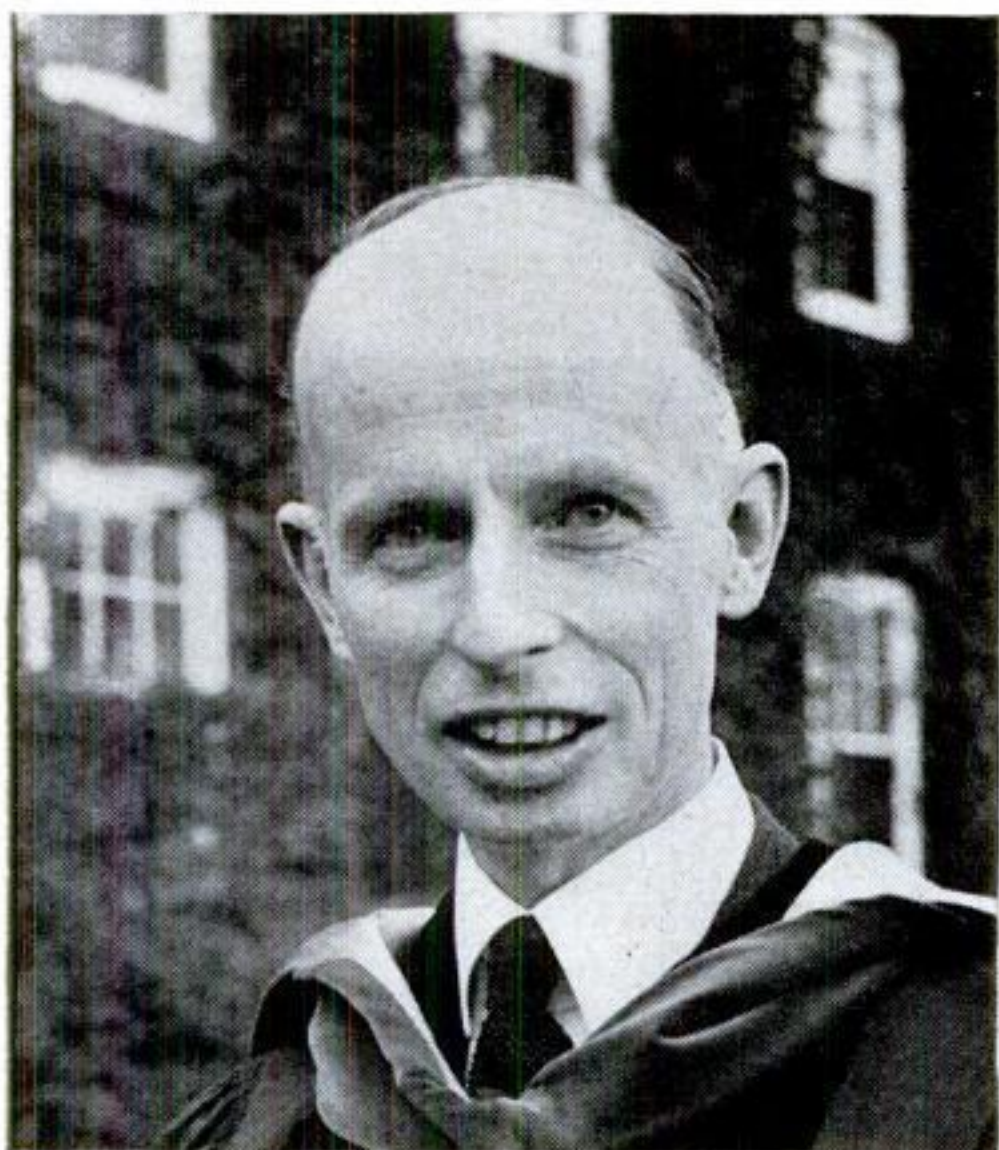
SOCIAL WORKER Maria Elena Rincon, an alumna of the University of Mexico, became an L.H.D. (Doctor of Humane Letters). She organized and is chief of medical social service in Mexico City's big Children's Hospital.



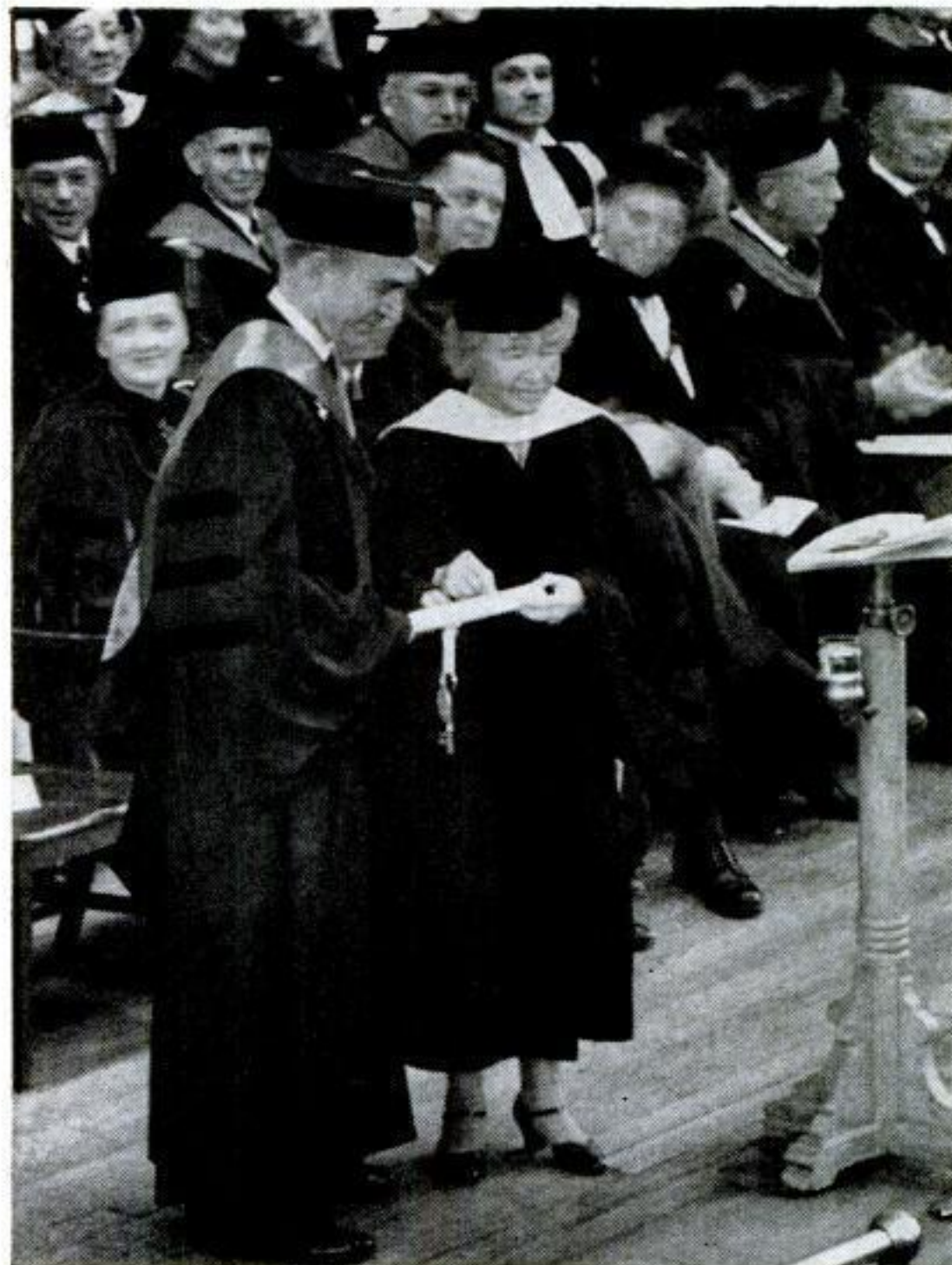
JURIST Charlotte Bequignon Lagarde, first woman law graduate of Caen University, was awarded an LL.D. She is France's leading woman lawyer, the lone woman justice of the French supreme court and mother of six children.



DIPLOMAT Bodil Begtrup, a University of Copenhagen graduate, received an LL.D. as a leader among Denmark's women. She is a United Nations delegate and last year was appointed Minister from Denmark to Iceland.



PROXY WINNER Dr. Eelco N. Van Kleffens, Dutch ambassador at Washington, accepted an LL.D. for Princess Wilhelmina, former Queen of The Netherlands, "for 50 years the just and stalwart sovereign of her country."



SMITH'S NEW PREXY GETS SCROLL FROM ALUMNA MORROW

HONORS FOR 12 WOMEN

On its 75th anniversary Smith bestows degrees and installs president

The campus at Northampton, Mass. was unseasonably neat, swept clean of autumn leaves, and the freshmen looked totally changed: instead of their usual slouchy blue jeans all 579 first-year girls wore white, with yellow class ribbons across their chests. In starched precision they flanked the academic procession (*below*). The occasion was the seating of the fifth president of Smith, largest of U.S. women's private colleges. The event coincided with Smith's 75th anniversary. Mrs. Dwight Morrow, most distinguished of 26,000 alumnae and chairman of the college trustees, handed the symbols of office to Dr. Benjamin Fletcher Wright, 49 (*above*), late of Har-

vard. The next day President Wright bestowed honorary degrees on 12 distinguished women.

When spinster Sophia Smith founded her college, she hoped "not to render my sex less feminine but to develop . . . the powers of womanhood and furnish women with means of usefulness, happiness and honor. . . ." It was noticeable that Smith, in spreading anniversary honors, had found no winner on this occasion who could call Smith alma mater, nor could any of 10 women painters whose works were exhibited during the week. But among 75 women authors whose books were displayed, Smith claimed five—equal to Vassar; 38 had not gone to college at all.

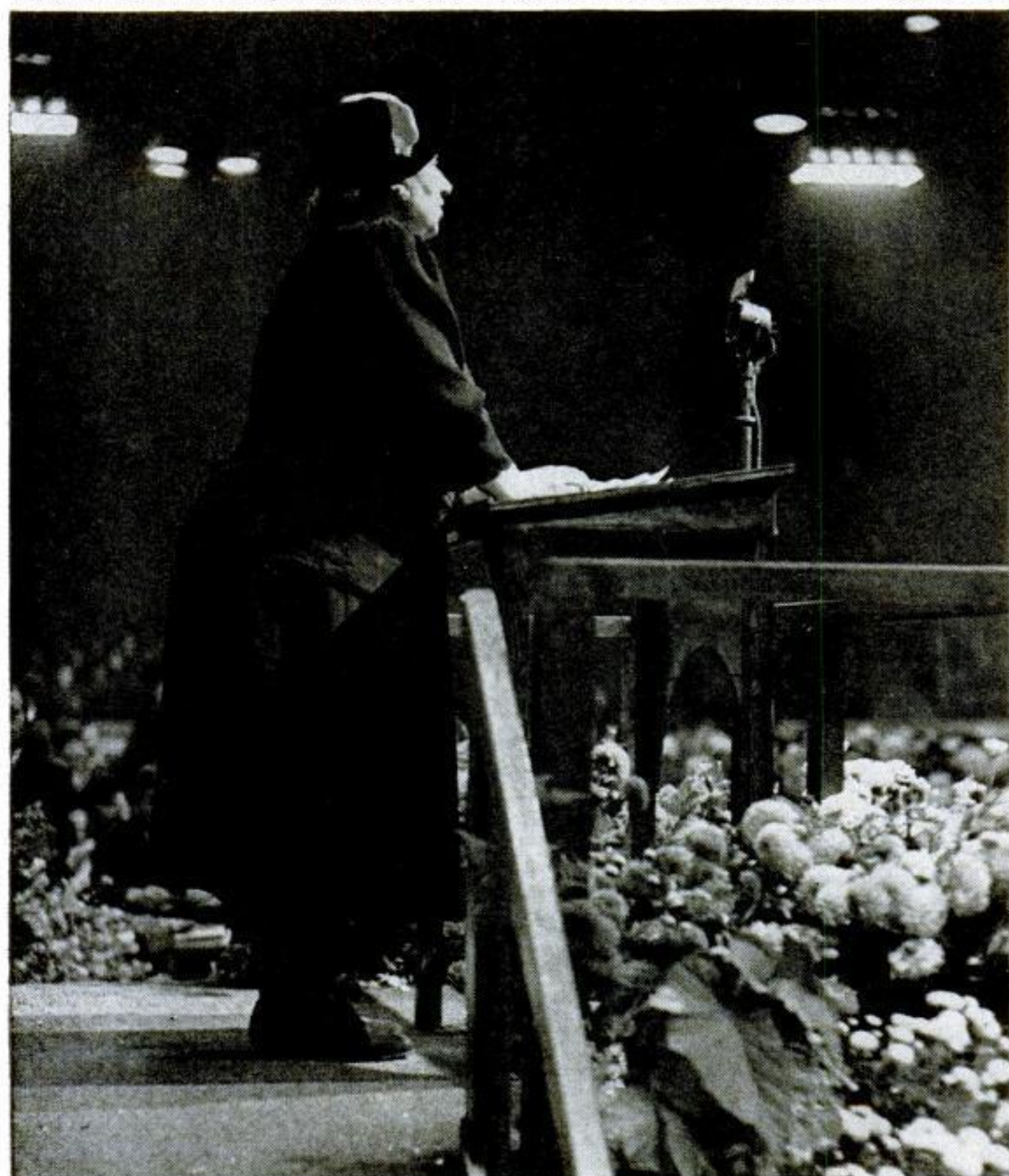


BETWEEN LINES OF FRESHMEN IN WHITE THE ACADEMIC PROCESSION WINDS ACROSS SMITH'S GRASSY CAMPUS

THE CONSERVATIVE WAY IS THE RIGHT ROAD — FOR BRITAIN —



THEIR HEADS BOWED, CONSERVATIVE LEADERS LISTEN TO PRAYER BY BISHOP OF LONDON (CENTER) AS THE CONFERENCE OPENS. ANTHONY EDEN IS AT EXTREME LEFT



WORKERS' PROBLEMS are explained by a portly delegate from shipyard district, where unemployment is now rising. Tories are making a big bid for trade union support.

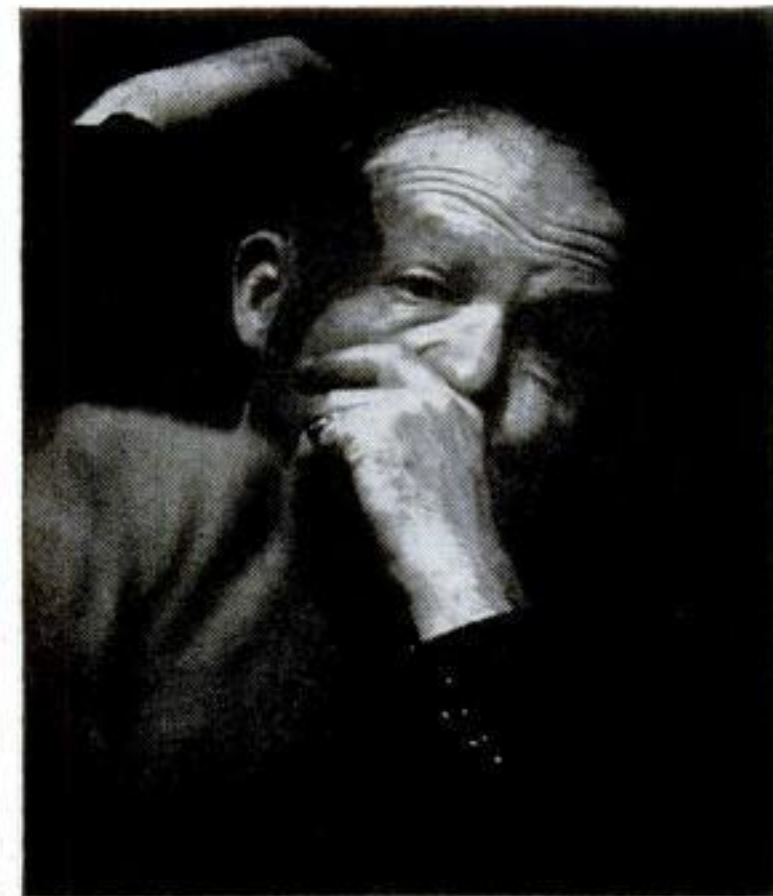
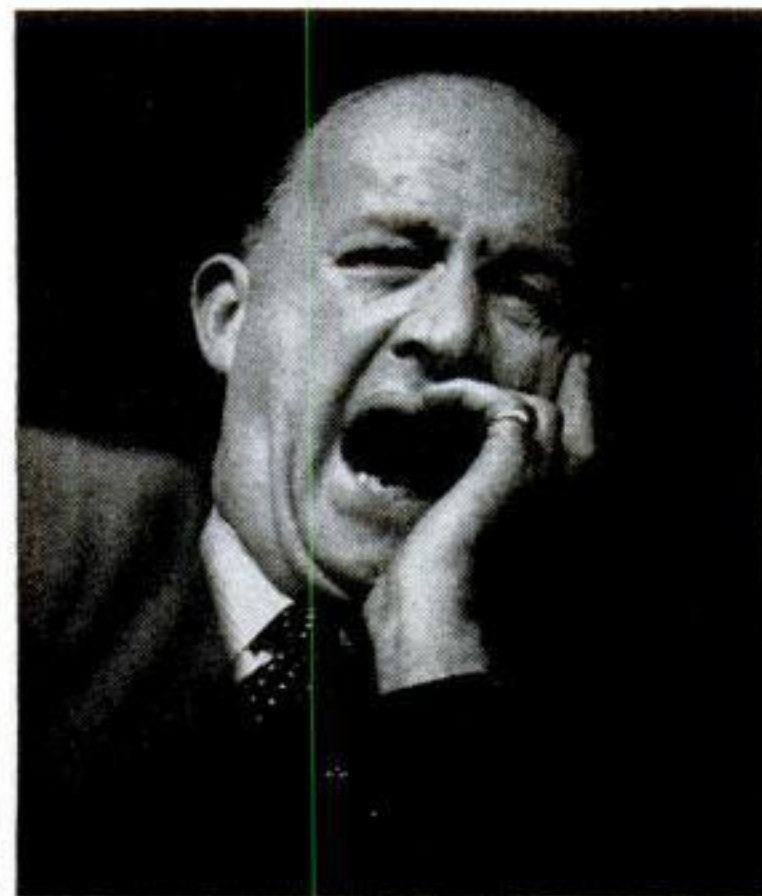
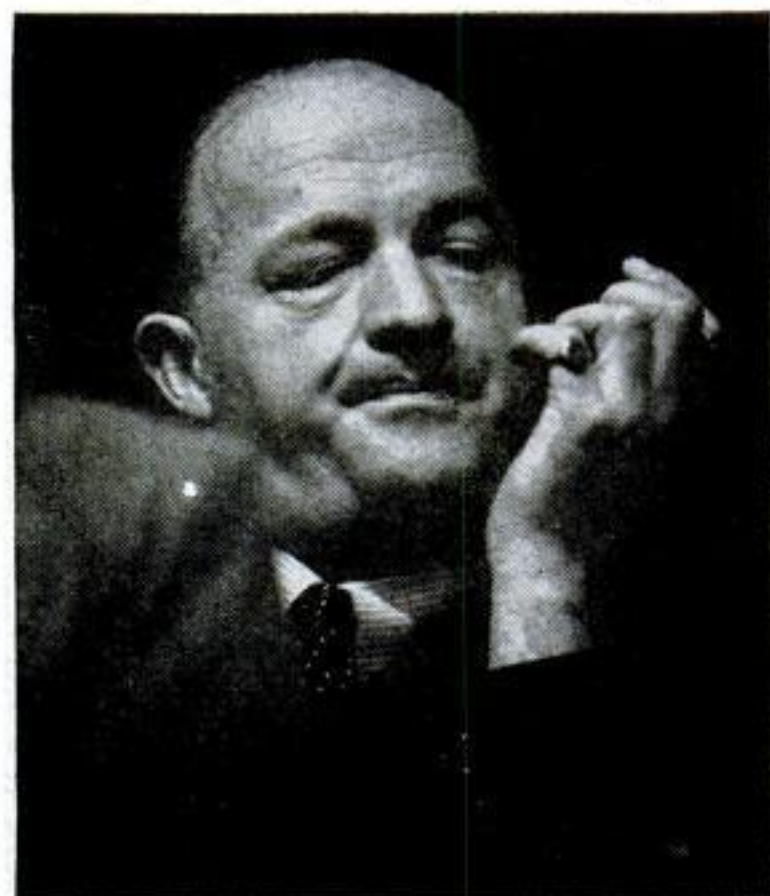
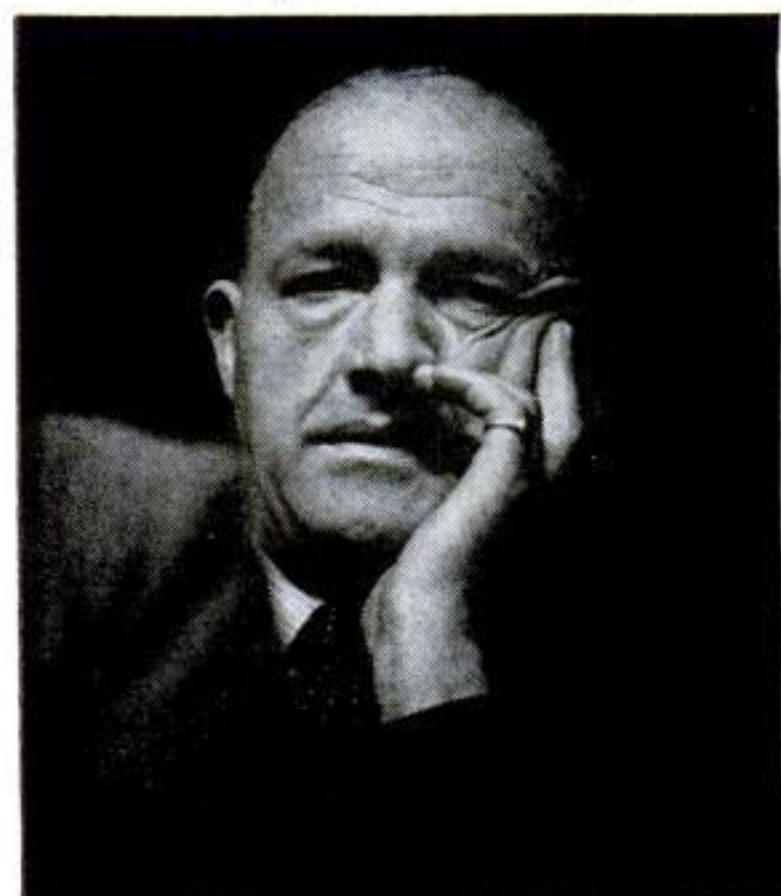
THE TORY KICKOFF

British Conservatives prepare for general election and all-out attack on "soft underbelly" of socialism

In the echoing gloom of London's huge Empress Hall, converted for the occasion from a skating rink, 4,500 British Conservatives gathered last week at their 70th annual convention to lay plans for blasting the Labor government out of office in the forthcoming general election. Winston Churchill, recalling a famous wartime phrase, sounded the keynote: an all-out attack on the "soft underbelly" of socialism. Confidently the leaders, marshaled on a floodlit platform, opened the proceedings with prayer and a ringing hymn, "Thy kingdom come, O God, Thy rule, O Christ, begin. . . ."

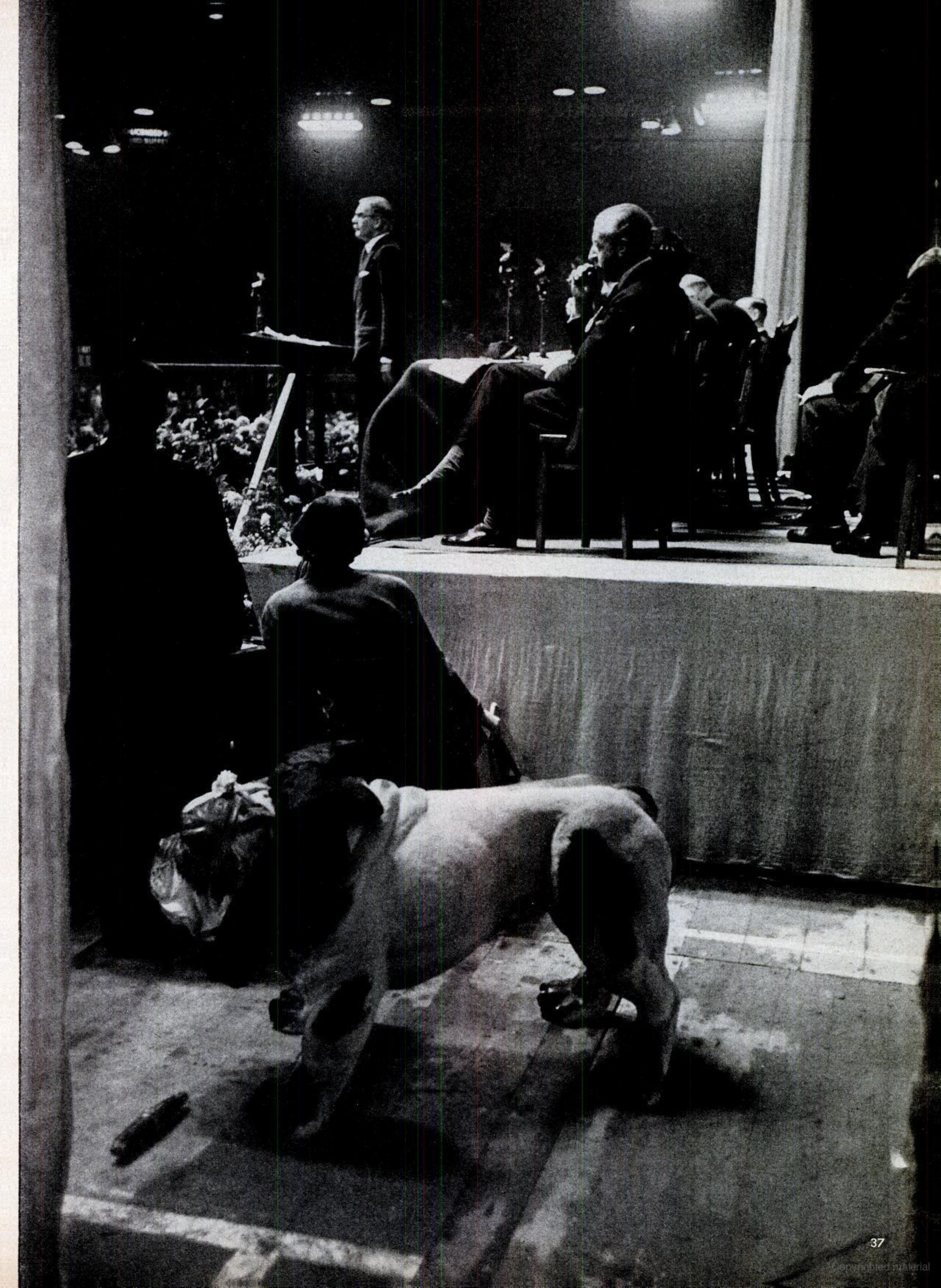
Some of Labor's weaknesses had been shown up in the great debate over the pound's devaluation (*LIFE*, Oct. 3), but the Conservatives were still cautious. Churchill, joined by "Rab" Butler, the party's usually wide-awake policy leader (*below*), banned all positive statements in order to present as small a target as possible while jabbing Labor's other weak spots. Rank-and-file party workers, already organized for a major effort, requested specific proposals for their electorates. Although these went unanswered they loyally "viewed with alarm" the mistakes of Labor's swollen and inefficient bureaucracy, kept fretful questions on tax and economic problems to lunchtime discussions.

In the midst of the proceedings Prime Minister Clement Attlee dashed the Conservative hopes for an early election by announcing there would be none this year. But the delegates, pointing toward next spring, put on their best bulldog expression, echoing the sentiments of Anthony Eden: "This government has spent too much time destroying wealth, and too little time creating it." Privately, however, many conference delegates wondered whether a negative attack would be enough to convince the people that the Conservatives could do it better. "If only," said one, "the government will keep on making mistakes."



TORY STRATEGIST R. A. ("RAB") BUTLER WAS TIRED AND SHOWED IT AS THE THREE-DAY CONFERENCE WOUND UP WITH A ROUSING SPEECH BY WINSTON CHURCHILL

A PLASTER MASCOT WHICH HAS LOST ITS CIGAR COCKS AN EAR TO ANTHONY EDEN →



THE REVIVAL OF ELEGANCE

A LOOK AT THE ARTS SHOWS THAT IT MAY BE IN THE MAKING

ENOUGH IS ENOUGH

We now say to the admirals and generals who have exposed their angers, hurts and differences to the House Armed Services Committee and to the world:

Enough, sirs. Having said your say, remember that your first obligation is not to your service but to your country. The declared policy of Congress, the commander in chief and the country is a policy of unified direction of the U.S. armed forces. Any admiral, any general who cannot subscribe to and support that policy has no place in the military commands of the U.S. We believe we speak for most Americans when we say we have had more than enough of your quarrels. There are two good words in your professional vocabulary—duty and discipline. They might well be revived.

THE SPIRIT IS MISSING

Delivering his harsh attack on Yugoslavia's election to the U.N. Security Council the other day, Soviet Foreign Minister Andrei Y. Vishinsky kept repeating a word that sounded like "gentlemenskoye." That sent us scurrying to an English-Russian dictionary. Allowing for the transliterations of their alphabet, it turned out that the Russians have taken over the word "gentleman" from the English and the Americans. We don't mean to say that they aren't welcome to the word, but when they use it in international relations it would be nice if they would pay more attention to the meaning.

It was a news story on the fashion page of the *New York Times* that first bothered us. Noting, as did *LIFE* last week (p. 49), that some of the fashions of the '20s were returning, the *Times* reporter went on to paint a picture of the coming generation of woman, a bustless, hipless, waistless figure dressed in a plaited meal sack. "Can this be true?" we asked the office romantic. "Don't you believe it," he said, grabbing for the nearest copy of *Vogue*. "Why, look here. Look at those curves. Women are women once more. Romance. The surge to romance will continue. The people want elegance. They may be worried about China and Communism tomorrow, but they want elegance now."

The romantic's fervor lifted our spirits. But the nagging doubt inspired by the suggestion that the '20s were about to be re-enacted remained. The '20s were lively and full of beans, but you would hardly call them elegant. Not with Dreiser and Hemingway setting the pace in fiction, or with gloomy Eugene O'Neill dominating the theater, or with a spare functionalism prevailing in architecture. Elegance, to us, means Rubens curves or Renoir color, and the '20s had little enough of such things. Still, the period did strike the romantic prelude to elegance in certain areas. The spirit of a wild, sometimes goofy, adventure was abroad. The popular music of the '20s had beautiful melodic line. And the great sports figures of the era—Babe Ruth, Bobby Jones, Bill Tilden, Jack Dempsey—all had style. If we were going back to the '20s for inspiration, something of worth might be salvaged by the turn.

The office romantic, however, didn't see us going anywhere but straight ahead to something sumptuous, opulent and wonderful. Still frightened by that hipless, meal-sack figure conjured up by the *Times*, we began to ruminate upon the contemporary manifestations of the human spirit. The rumination tended to confirm the office romantic. We noted the pictures of the Sadler's Wells Ballet troupe in the papers, surely a manifestation of elegance. A single ballet troupe doesn't make a romantic summer, but the significant note on ballet duly cropped up in *Variety*, the showman's bible. "Brokers," so *Variety* reported, "have been calling ballet the hottest thing in New York since *South Pacific*."

So much for a crass statement of one phase of elegance. Pursuing our ruminations through the world of the dance, we noted the return of the waltz, which is played more frequently these days in all the night spots. In the obscure, highly stylized world of figure-skate dancing, the waltz had recently proliferated with the addition of several new variations, and a beautiful new ice dance, the Paso Doble, had come in from Europe. Dancing of all kinds—ballroom, stage, ballet, skating—had become more intricate in its stylized footwork. The inelegant improvisations of jitterbugging were on the wane.

So, too, was bebop in music; the score of *South Pacific* was leading the way back to the new appreciation of melody and sweet

jazz. The world of "frozen music" that is architecture, which is naturally slow to change, still clung to the rather severe functionalism of the "international style," but interiors seemed to be changing in a romantic direction. The craze for antiques continued to empty the barn lofts of the back country, and even the rather fussy elegance of the '90s seemed to be at an antique collector's premium. People were unashamedly mixing their styles in interior decoration; they wanted curves and the note of comfort.

Looking around us at the office garb of businessmen, we detected little elegance. But the vogue for colored sports clothes—worn, incidentally, as general street apparel by more and more males—continued to grow. As for the necktie, it continued to be discarded. But where it was worn it tended to break like a Roman candle into a variety of sunbursts, sunsets and wild, tumultuous explosions. The modern necktie might be elegance without taste, but it was still elegance of a kind.

If we were to believe the words of the song *Be a Mess*, from the new revue *Touch and Go*, the movies were primarily dedicated to the exploitation of scripts about rape, murder and madness. But the movies of 1948 and 1949 had just caught up to the novels of 1946 and 1947. Fiction had become healthier since then. The note of romantic elegance was still missing in the fiction of 1949, for our novelists were still practicing the higher cannibalism, serving up their friends and ex-friends on satirical platters. John Horne Burns devoured the school in which he once taught (*Lucifer With a Book*); John Marquand ate up his old home town (*Point of No Return*). But from the college campuses came the news that a revival of F. Scott Fitzgerald was in the making. Since Fitzgerald was the one novelist of the '20s who believed in romance and the elegant flourish, this was a portent worth noting. It might foreshadow a literary revolution.

"Gracious living" was, of course, an old story with the women's magazines, which had been departmentalizing it since the '20s and even before. But it was not until 1949 that a columnist in a left-wing newspaper (Sylvia F. Porter in the *New York Post*) got around to insisting that lipsticks, handbags of assorted colors and fur coats were necessities of life that should be removed from the luxury-tax category. If life had become that gracious for a leftwing commentator, then elegance couldn't be very far behind.

Our office romantic might be wrong in his prediction of a surge toward elegance in the next phase of American life. Elegance in the past had always come from a class that lived by a code, and without the code any push to elegance was apt to end as the mere packaging of commercialized glamour. But the more we ruminated on the subject, the more the office romantic seemed right. At any rate it could be a fine creative thing if we were all to give the romantic the benefit of the doubt. We get what we ask for, you know.

FOR FRESH-TOMATO FLAVOR, MILLIONS SAY:

NO TOMATO JUICE LIKE CAMPBELL'S!



THE REASON IS SIMPLE—



Fresh-Tomato Flavor
—that's why folks choose Campbell's!

1 **World's Finest Tomatoes**

—Carefully selected from the world's finest crops. And Campbell's Tomato Juice is produced only when the crop is at its peak of red-ripeness and luscious flavor.

+2 **Campbell's Special Process**

A scientific process safeguards the fresh-tomato vitamins and retains the fresh-tomato flavor . . . Nature made it a grand drink; Campbell's keep it that way for you to enjoy.

=3 **Campbell's Fresh-Tomato Flavor**

This is the luscious lively taste you want. For right-off-the-vine flavor insist on Campbell's. Taste why millions say: "No tomato juice like Campbell's!"

Campbell's **TOMATO JUICE**

LOOK FOR THE RED-AND-WHITE LABEL



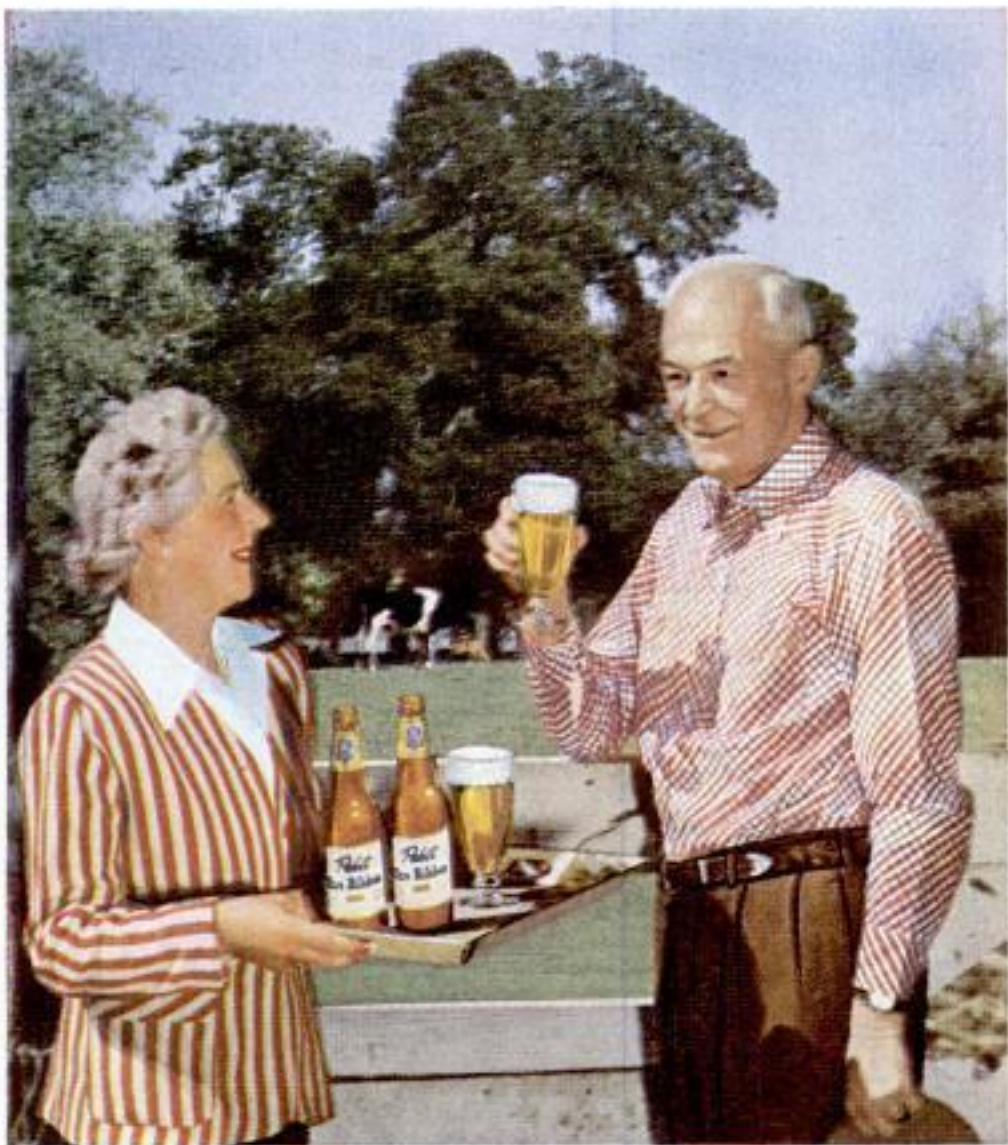
PALM SPRINGS CELEBRITY ... Mr. and Mrs. Frederick Brisson (*Rosalind Russell*) enjoy an autumn afternoon with their celebrated friend, Pabst Blue Ribbon, at the swanky Palm Springs Racquet Club.



SUN VALLEY SUNSHINE ... There's mellow October sunshine even inside Mr. and Mrs. Gary Cooper's Trail Creek Cabin at sunny Sun Valley ... and, naturally, it's the sparkling sunshine of Pabst Blue Ribbon.



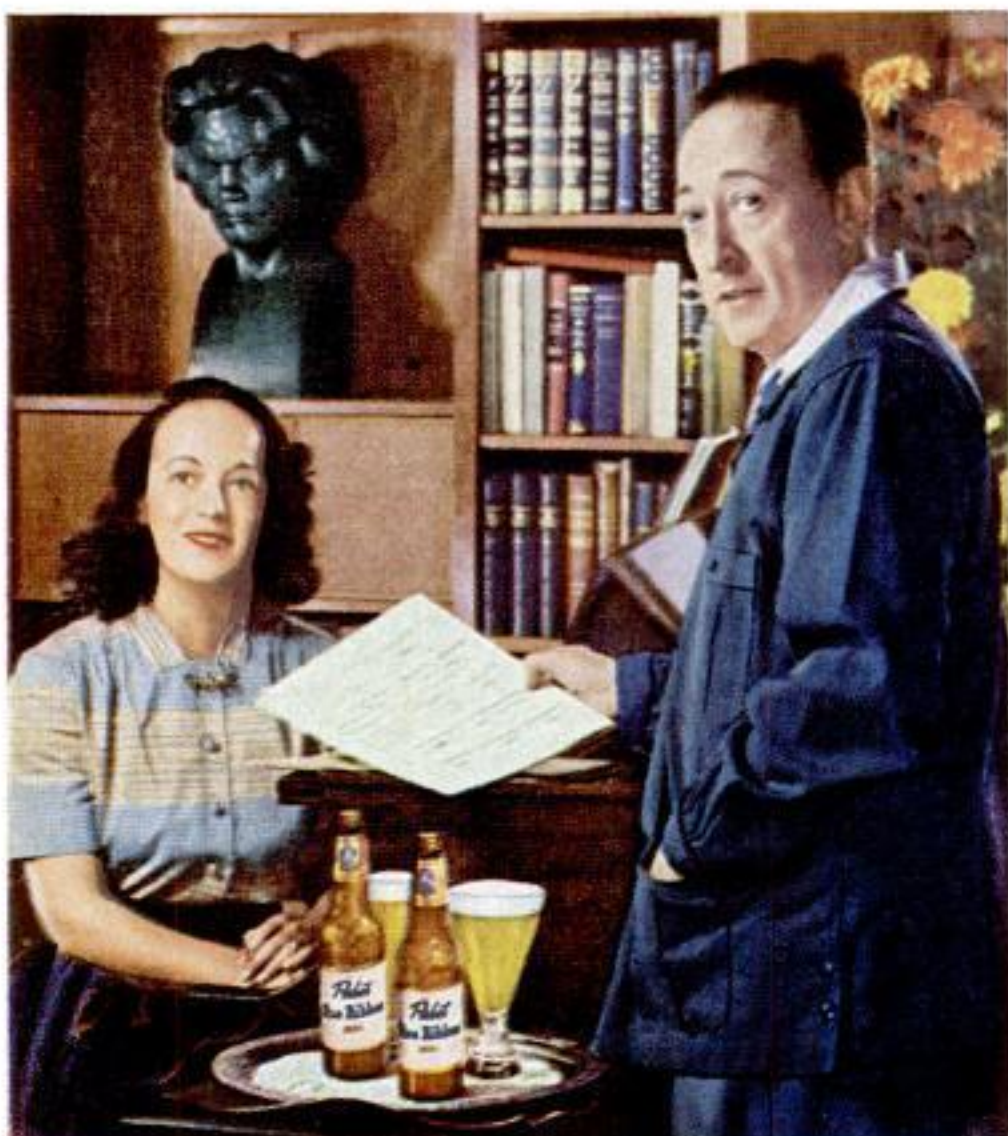
CRUISE COMPANION ... Mr. and Mrs. Lawrence Tibbett are joined by that famous world traveller, internationally-famous Pabst Blue Ribbon aboard the luxury liner, S.S. Brazil of the Moore-McCormack Line.



SONOMA SALUTE ... "Hap" Arnold, former Commanding General of the Army Air Forces, salutes Mrs. Arnold with a grin as she serves him thirst-quenching Pabst Blue Ribbon at their cattle ranch.

YOU HEAR IT EVERYWHERE...

"finest beer"
Your



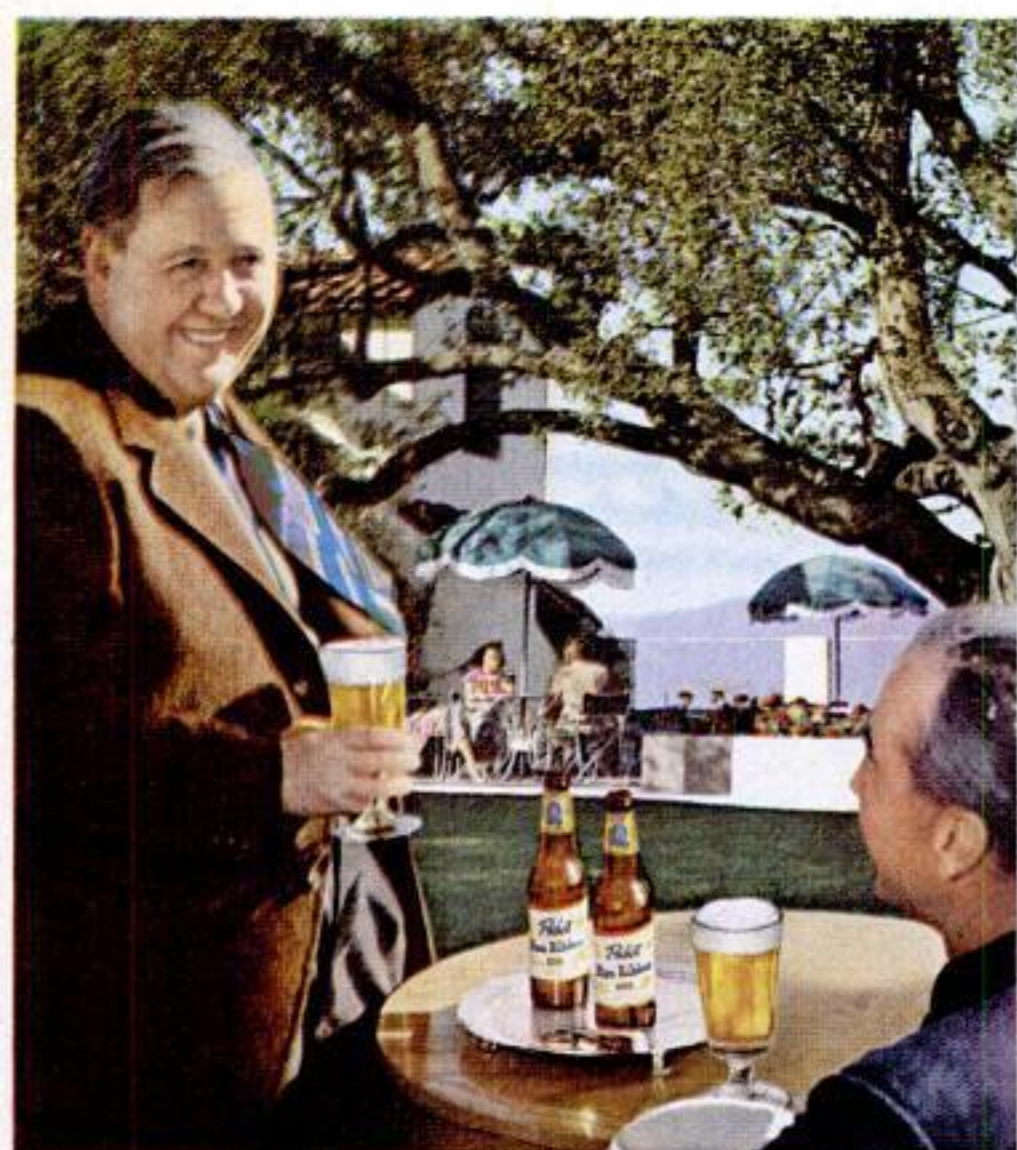
BEVERLY CREST OF COMFORT ... Mr. and Mrs. Jascha Heifetz present a picture of perfect comfort in their beautiful and interesting Beverly Crest home and, of course, Pabst Blue Ribbon is in the picture.



NARRAGANSETT SMART SET ... Among other distinguished guests in the home of Mr. and Mrs. F. Warren Pershing at Narragansett, R. I., you are certain to encounter that popular socialite—Pabst Blue Ribbon.



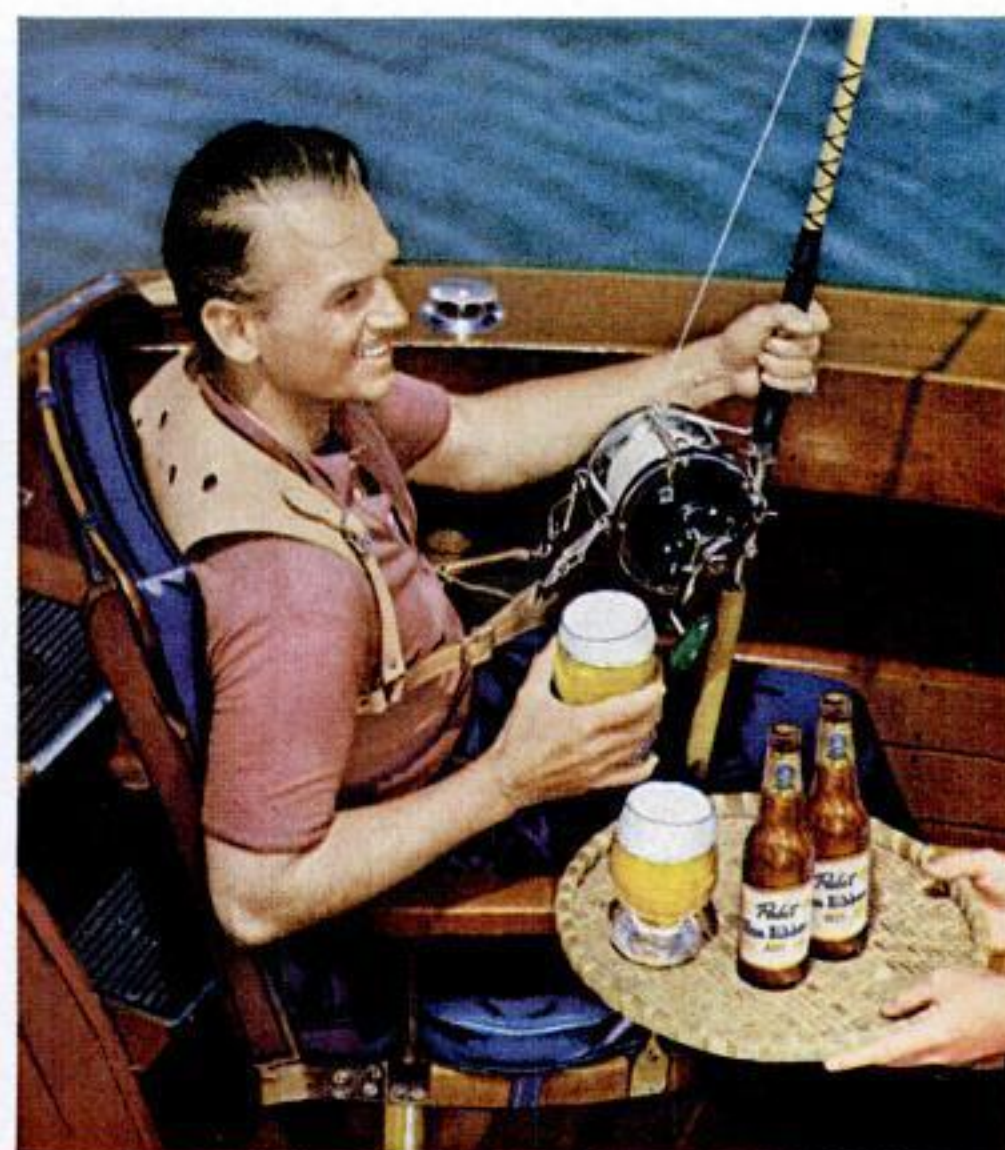
HOLLYWOOD FEATURE PICTURE ... What Hollywood home scene like this taken in the library of Mr. and Mrs. Jean Hersholt's charming home would be complete without Pabst Blue Ribbon playing its taste star role!



OJAI JOY... A fall weekend finds the inimitable *Charles Laughton* of screen fame joining the inimitable Pabst Blue Ribbon of taste fame at the picturesque Ojai Valley Inn and Country Club in Ojai, California.



CHICAGO TOUCHDOWN... Resting up from gridiron activities, *Sid Luckman*, football great of the Chicago Bears, cheers the touchdown taste rightness of Pabst Blue Ribbon at his Chicago apartment.



CATALINA COMFORT... The fall fishing's fine but the Pabst Blue Ribbon's finer, aboard *Douglas Fairbanks, Jr.'s* yacht off Catalina Island as the film star enjoys a Pacific holiday.

served...anywhere!"

taste will tell you why!



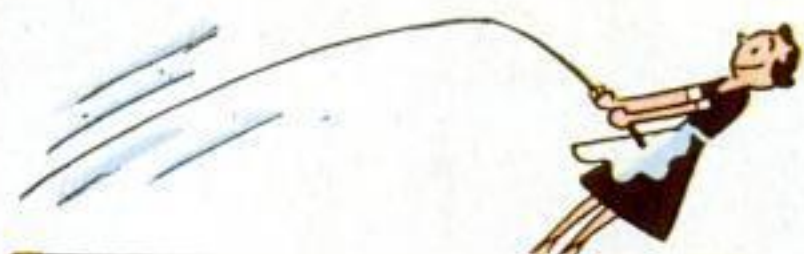
ON RADIO—"The Life of Riley" starring William Bendix
every Friday over NBC Network

★

ON TELEVISION—"The Life of Riley" with an all-star cast
every Tuesday over NBC-Television Network

★

Copr. 1949, Pabst Brewing Company,
Milwaukee, Wisconsin



Widow Wiley Lands a Honey!



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Recipe

It takes Birds Eye Haddock to make this "Fisherman's Dream" come true!

2 packages Birds Eye Haddock Fillets • 2 tablespoons lemon juice
 ½ teaspoon dry mustard • ½ teaspoon salt • 1 teaspoon Worcestershire sauce
 ¼ teaspoon pepper • 1 pound small white onions, cooked
 3 tablespoons melted butter • Paprika • ½ cup milk

Arrange boned, ocean-fresh Birds Eye Haddock Fillets (frozen or thawed) in greased shallow baking dish. Combine lemon juice, mustard, salt, Worcestershire sauce, and pepper and pour over fish. Place cooked onions around fish. Then brush fish and onions with the melted butter and sprinkle with paprika. Pour milk around fillets and bake in a hot oven (400°F.) 30 minutes, or until done. Sprinkle with chopped parsley and serve at once. Makes 4 servings.

KEEP A SUPPLY OF BIRDS EYE FOODS IN YOUR FREEZING COMPARTMENT... SOLIDLY FROZEN...ONCE THAWED, NEVER REFREEZE!

BIRDS EYE
 - bound to be better!



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LIFE CONGRATULATES....



JOHN DEWEY

The man whose thinking has influenced American education more than any other individual of his time turned 90 last week, and even those independent intellectuals who still differ with him turned out for a mass display of affection at a birthday banquet in New York's Hotel Commodore. White-haired Philosopher John Dewey was a reluctant guest of honor—this was a tribute he had tried to head off. But he recognized that it might be an important event to those who had followed him in his lifelong fight to make education do more for more people.

For 50 of his 90 years John Dewey has been the center of controversy. Considered the rightful successor to William James, the great pragmatist who believed that the true function of thought is as a guide to action, Dewey has been damned quite as warmly as he has been praised. Twenty years ago he was labeled the leading "Red" in American education. But he is, above all things, a believer in orderly change and reasoned progress. He is a philosopher of many sides, and in one special field he has staked a claim that no one will dispute. Progressive education became a synonym for John Dewey at the turn of the century. As a young professor he decided traditional

teaching methods were stuffy, out of touch with reality and, worse, authoritarian. Children are more important than the subject matter, he felt, and they learn better by living a real experience. So he started an experimental school at the University of Chicago to prove it. Today no U.S. school has escaped the effects of the educational revolution he touched off, and parents still debate its merits as warmly as educators have argued with Dewey.

Through it all Dewey has worked to free man from his own uncertainties. Whatever the long-term results of his labor, Dewey's place in the hearts of thoughtful people was secure. At his birthday party there were messages from leaders of a dozen nations and there were words of grateful praise from leaders in education, labor and the law.

There was a note of unprogrammed drama, too, when India's Prime Minister Nehru, who had broken away early from an elegant affair in his own honor at another hotel, strode excitedly into the ballroom to add his tribute. Dewey's speech was short and simple. Looking back over his life and ahead to days of trial, he restated his philosophy: "If we are ridden by fear, we lose faith in our fellow man—and that is the unforgivable sin."



DR. AND MRS. DEWEY GET AN OVATION

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Never neglect a
pin prick

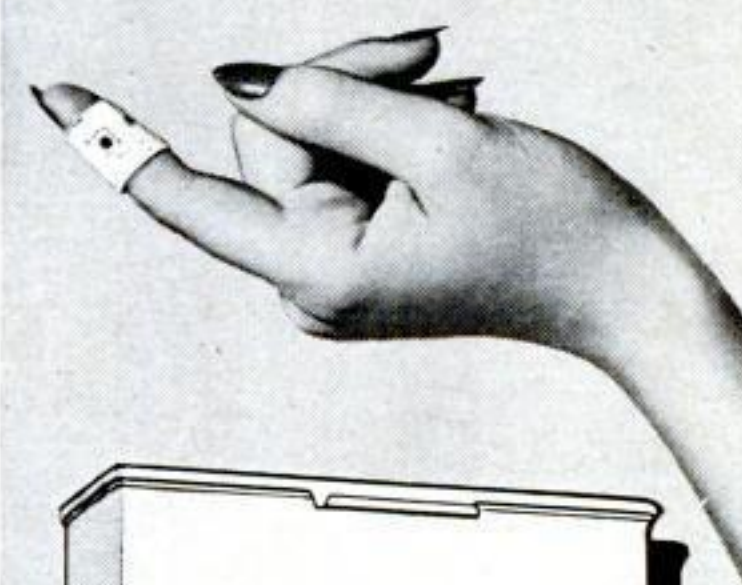


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in
doctors'
recommendations



*BAND-AID MEANS
MADE BY JOHNSON & JOHNSON

AMERICA'S SENSATIONAL NEW NYLONS

LARKWOOD'S EXCLUSIVE
NEW KNITTING PATENT
GIVES SHEERS LONGER
WEAR AND BETTER FIT

Larkwood
V³'S

NEW VAMP-TOP
WORKS MIRACLES

- conforms to thigh
- gives new comfort
- cuts down runs
- assures straight seams

IN a few short months, the "3 V's" have become one of the country's fastest-selling, most demanded nylon sheers. Because they're *exquisitely sheer* . . . yet embody hitherto unknown qualities of wear, comfort, fit and flattery.

THREE V's are knitted into the Vamp-Top so that it fits with true no-bind comfort . . . its controlled elasticity acts as "shock absorber" for garter and body movement strains, helps prevent runs. Center V is *permanent* guideline for seam-straight gartering.

LARKWOOD Volu-Metric nylons are truly dimensioned for Small, Medium and Tall type legs . . . not just different in length but in "*volume content*" because that's what determines proper fit, longer wear and appearance.

TRUE fashion sheers . . . with the famous Larkwood V-shaped Vamp-Toe and slim-stitched flattering seams. Now in a beautiful new Winter collection of "Translation Tones".

*For name of store nearest you, write to
Chadbourn Hosiery Mills, Inc., Charlotte, North Carolina.*

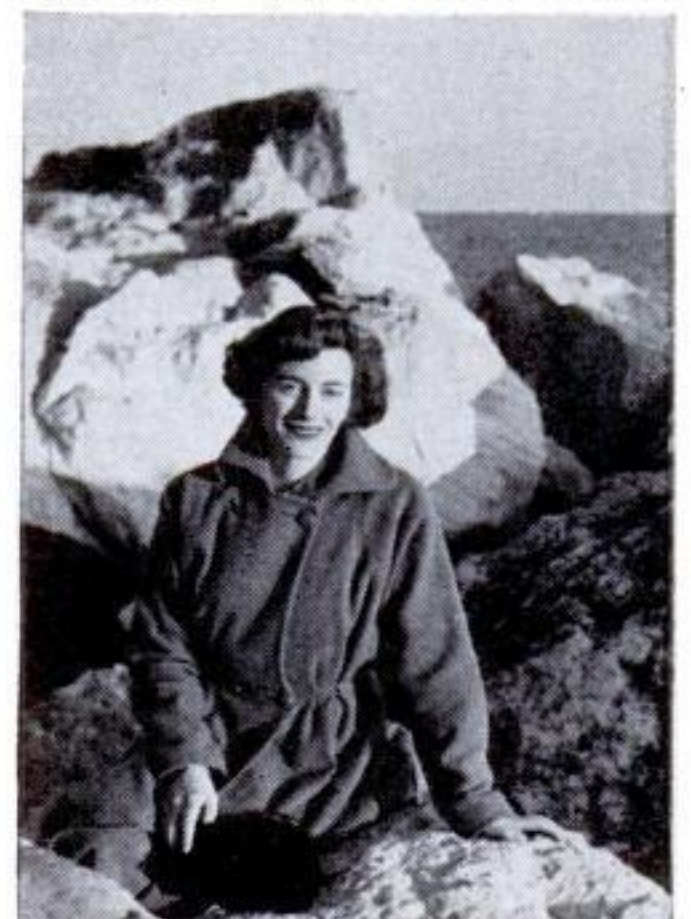
LARKWOOD VOLU-METRIC NYLONS
THE FINEST OF FASHION STOCKINGS



LIFE CONGRATULATES CONTINUED



THIS IS BEAUCHAMP'S SHOT OF SARAH THAT MADE "LIFE" COVER



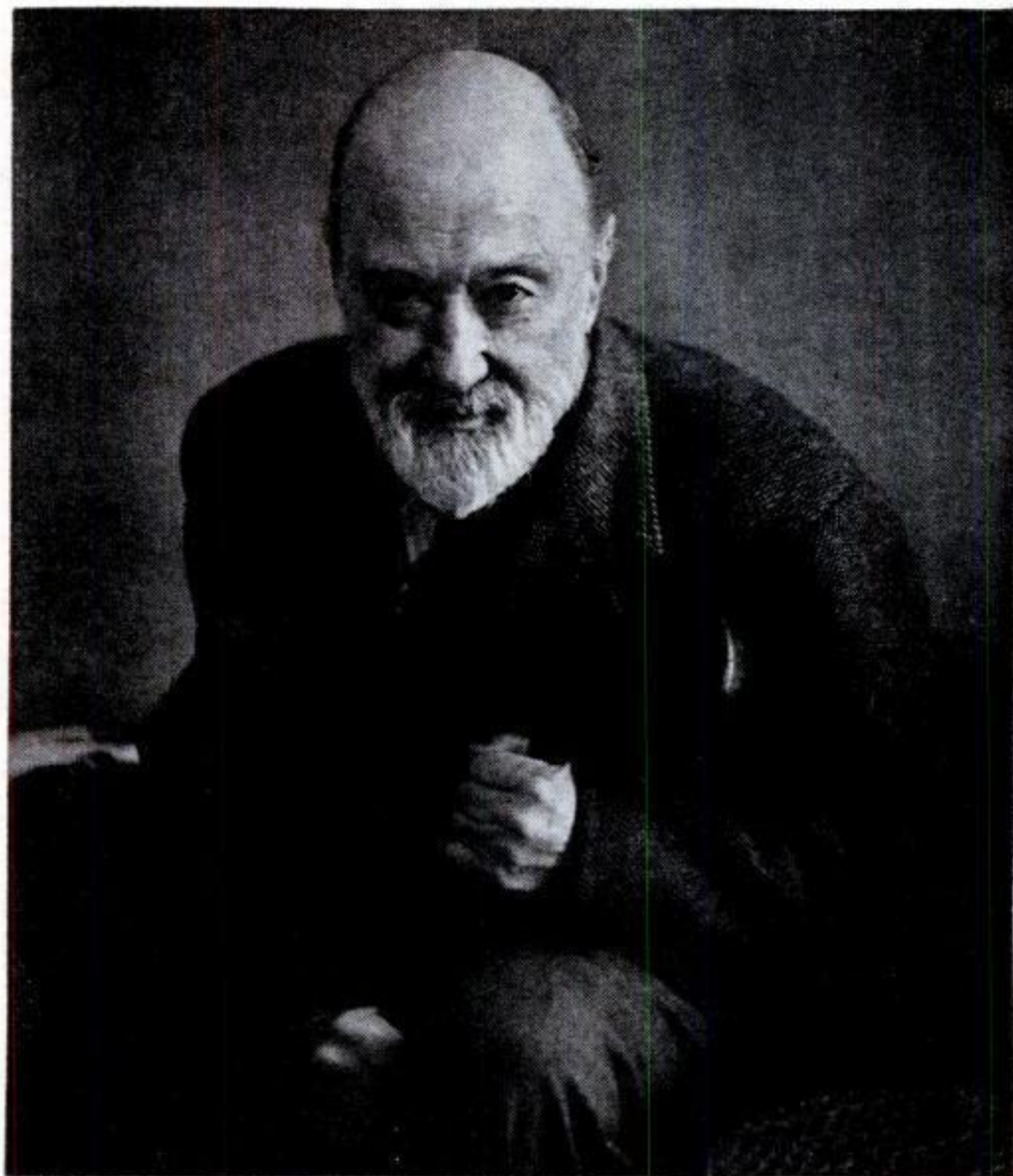
THEY TOOK THESE SNAPSHOTS OF EACH OTHER IN MONTE CARLO



THESE WERE TAKEN IN GEORGIA BEFORE AND AFTER WEDDING

ANTONY BEAUCHAMP

At Sea Island, Ga. on Oct. 18, the 32-year-old British photographer married Sarah Churchill, 34, actress daughter of Britain's wartime prime minister. Their romance began when Beauchamp (pronounced "Bee-cham") persuaded her to sit for a number of portraits, including one (top) for LIFE's cover (May 23). He also took candid shots and paused long enough to let her take a slightly fuzzy one of him (above, left).



CHARLES E. IVES

Last week a fanatically shy, enigmatic man, who may well be America's greatest composer, passed his 75th birthday in West Redding, Conn. For Charles Edward Ives there were no parties, few news stories and no pictures. Except for snapshots, the only portrait ever taken of Ives (*above*) was made by LIFE Photographer W. Eugene Smith. The son of a Danbury, Conn. bandmaster and a graduate of Yale, Ives during his creative years lived a double life, working as an insurance agent by day and at night furiously writing his music. His works have homely titles—*Concord, Mass., 1840-60*; *The Housatonic at Stockbridge*; *Like a Sick Eagle*—but are exceedingly difficult to understand and to play, particularly when musicians encounter baffling notations such as "play as you will." In 1947 he was awarded the Pulitzer Prize for his *Third Symphony* (written in 1911). This dawn of recognition came 20 years after Charles Ives, worn out and sick, had written his last note of music.



DR. EDWIN G. NOURSE

The chairman of President Truman's Council of Economic Advisers last week did something unusual for a public official: he quit because of his convictions. In a speech criticizing some practices of business, labor, even farmers, he saved his biggest barbs for government deficit spending. "Monetary and fiscal tricks," he said, "are a slippery road to misery." Next day the President coolly accepted Nourse's resignation.

Try this DRUGLESS WAY



to Sound *Restful Sleep!*

Deep restorative sleep is essential if you are to wake up rested and invigorated in the morning. Ovaltine helps to insure this *kind* of sleep, because Ovaltine, taken hot at bed-time, acts in an entirely *natural* way.

It helps to break down nervous tensions built up during the day—induces natural relaxation and prepares the way for peaceful sleep. Furthermore, Ovaltine assists in building you up during sleep, because Ovaltine has been processed in such a way that its important food elements are readily digested and absorbed, *even as you sleep*.

YOU CAN TELL VERY QUICKLY

You can determine in three nights whether Ovaltine will help in your situation. Just purchase a small-size jar for a trial. Be sure to make it according to directions. You may find, like countless others, that Ovaltine can do a great deal to bring you the *kind* of sleep which really refreshes and restores.



OVALTINE

PLAIN AND
CHOCOLATE FLAVORED



How you can stay one big happy family—though traveling!



You travel in safety when you go Pullman. You and your family are safer crossing the country on Pullman than you are crossing the street in your own home town.



You travel in privacy when you go Pullman. You have a choice of private, family-size Pullman compartments, bedrooms, and drawing rooms, which accommodate from three to five. Conveniences include full-size beds, enclosed toilets, hot and cold running water, and plenty of space for dressing. You control your own light, heat, and air conditioning.



You travel in comfort when you go Pullman. With beds so handy, you can tuck your children in early and sit back and catch your breath. Perhaps you can even take a walk to the lounge car. Remember, your Pullman porter is always glad to be of service.



You arrive one big happy family when you go Pullman. Dependable railroad schedules get you there on time, right in the heart of town, convenient for you and whoever is there to meet you. You know *why* Pullman is called "the family way to travel."

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!



CARAMEL PERSIAN LAMB (Maximilian) is a new shade. Color comes from breeding, not dyeing.

Colored Furs

Any resemblance to natural animal skins is purely coincidental

The idea of dyeing furs bright colors, which last year produced a few eccentric examples, has this season taken such hold that blue seal, green lamb and red mole are taken almost as much for granted as the standard blacks, grays and browns. Some women have found that a red or yellow coat is more versatile than a brown one,

whether made of furlike cloth (cotton broadtail) or clothlike fur (velvety sealskin). Designers also predict bright dyeing will mean a comeback for recently unpopular pelts such as fox, almost vanished for a decade. However gentlemen thinking of Christmas should realize that nothing has taken the place of minklike mink.

CONTINUED ON NEXT PAGE

COLORED FURS CONTINUED



RED FITTED COAT on opposite page (Omar Kiam), made of moleskin, has matching beret and umbrella (Rex Inc.). Startling for street wear, red fur is becoming accepted for full-dress evenings.

RED MOLESKIN above costs \$1,000. Designer Esther Dorothy pioneered colored furs, using her bathroom sink as an experimental lab. She thinks that clipped dyed fox will be the next fur sensation.



GOLD COTTON BROADTAIL jacket (Ciro) made of fabric that looks like fur, costs \$25, comes in such surprising colors (turquoise, wine, shocking pink) that few observers will notice the fakery.

NAVY BLUE BROADTAIL (Esther Dorothy) short coat costs \$600, has emerald-green buttons. Blue furs are now considered almost as conservative as black, with dark green beginning to appear.

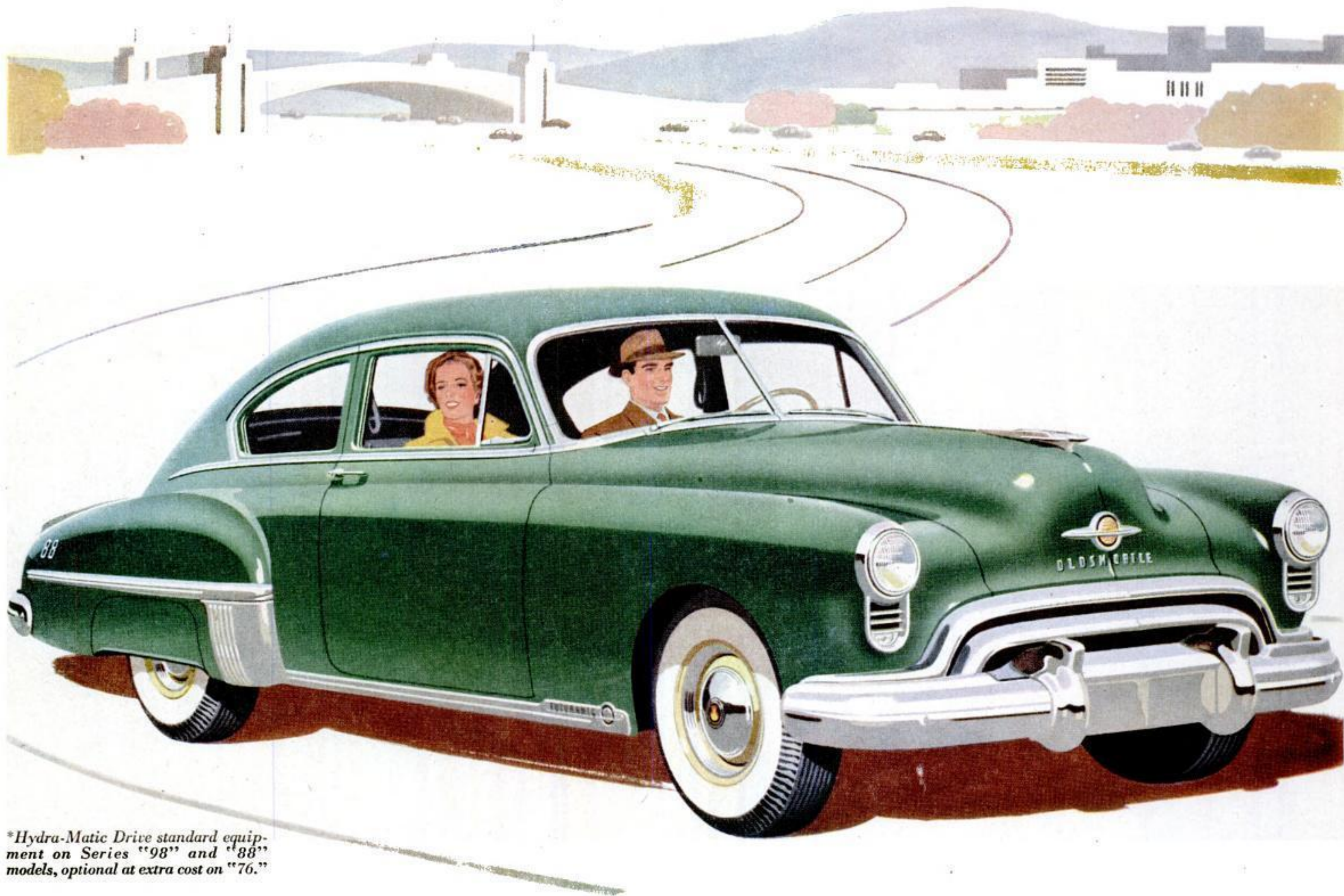




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"88"

LOWEST-PRICED "ROCKET" ENGINE CAR



*Hydra-Matic Drive standard equipment on Series "98" and "88" models, optional at extra cost on "76."

The city fades behind you—the straightaway stretches before you—you're off on a glorious adventure! You're driving a "Rocket" Engine Oldsmobile—discovering power and pace such as you've never known before in a motor car! Better yet—you know as you go that *each thrilling mile costs you less*—thanks to the "Rocket's" remarkable gas mileage! Coupled with Oldsmobile's Hydra-Matic Drive*, the "Rocket" gives you Futuramic economy to match its Futuramic smoothness and eagerness! Owners across the country tell us they are getting over 20 miles to the gallon... at cruising speed! And this unbeatable Hydra-Matic-"Rocket" combination comes to you at its lowest cost in the nimble, spirited "88" Oldsmobile. So see your Oldsmobile dealer—and make a *lifelong* date with the "88"!

"The New Thrill"

FUTURAMIC

OLDSMOBILE

A GENERAL MOTORS VALUE



ON THE STEPS OF THE NEW YORK UNIVERSITY LIBRARY AN ASSORTMENT OF PAJAMA-CLAD FRESHMEN ASSEMBLE HAPPILY FOR A COLD EVENING OF HUMILIATION

FROSH JUST LOVE TO BE MISERABLE

At NYU they volunteer for hazing

Reformers have always been of the opinion that college freshmen deeply resent hazing by upperclassmen. This reasonable notion was rudely dispelled on Oct. 14 at New York University when some 60 members of the Class of 1953, clad in pajamas, voluntarily reported to the steps of the college library (above) for the annual freshman-ducking ceremony. At 8 p.m., shivering but docile as shorn lambs, they permitted a number of upperclassmen to 1) toss them into a horse trough full of icy water (right), and 2) beat their wet bottoms with heavy paddles (next page). One eager freshman anticipated his persecutors by jumping into the trough, in the manner of a Hindu widow immolating herself on a funeral pyre. Why these 60-odd students willingly submitted to this attack on their dignity was not clear. One said, "I'd feel guilty if I didn't. A lot of the others are doing it, and I want to show that I have class spirit." About 600 other members of the Class of 1953, obviously short on spirit but long on sense, skipped the whole business.



FRESHMEN ARE DUCKED to begin the evening's delightful ordeal. Here "King" Paul Nonkin, president

of the college humor society (wearing crown), splashes one youth while another pajamaed freshman waits turn.

only tissue



SO SOFT
made with Celaluxe!
PURE
washed in drinking-pure water!
STRONG
strong in both directions to hold the hardest sneeze!

Freshmen CONTINUED



INTO THE WATER with the aid of upperclass hands goes an openmouthed but cooperative freshman. Hazers were careful not to injure anyone seriously.



OUT OF THE WATER comes frozen freshman who looks much less enthusiastic than before. Some students were ducked many times, some only once.



THE WET ARE WARMED after immersion by run down gantlet of paddle-swinging seniors. This was last violent event of the painfully happy evening.



There's nothing like it ... absolutely nothing.

Charcoal glowing, sirloin sizzling, Budweiser bubbling—and you pouring! The delightful bouquet hovering over the snowy foam tells you what every sip tells you . . . the distinctive, delicious taste of Budweiser is found in no other beer. Live life, every golden minute of it. Enjoy Budweiser, every golden drop of it.

ANHEUSER-BUSCH, INC.
ST. LOUIS



Budweiser

TRADE MARK REG. U. S. PAT. OFF.

There's more Budweiser now—and there will be still more as our vast expansion program continues.



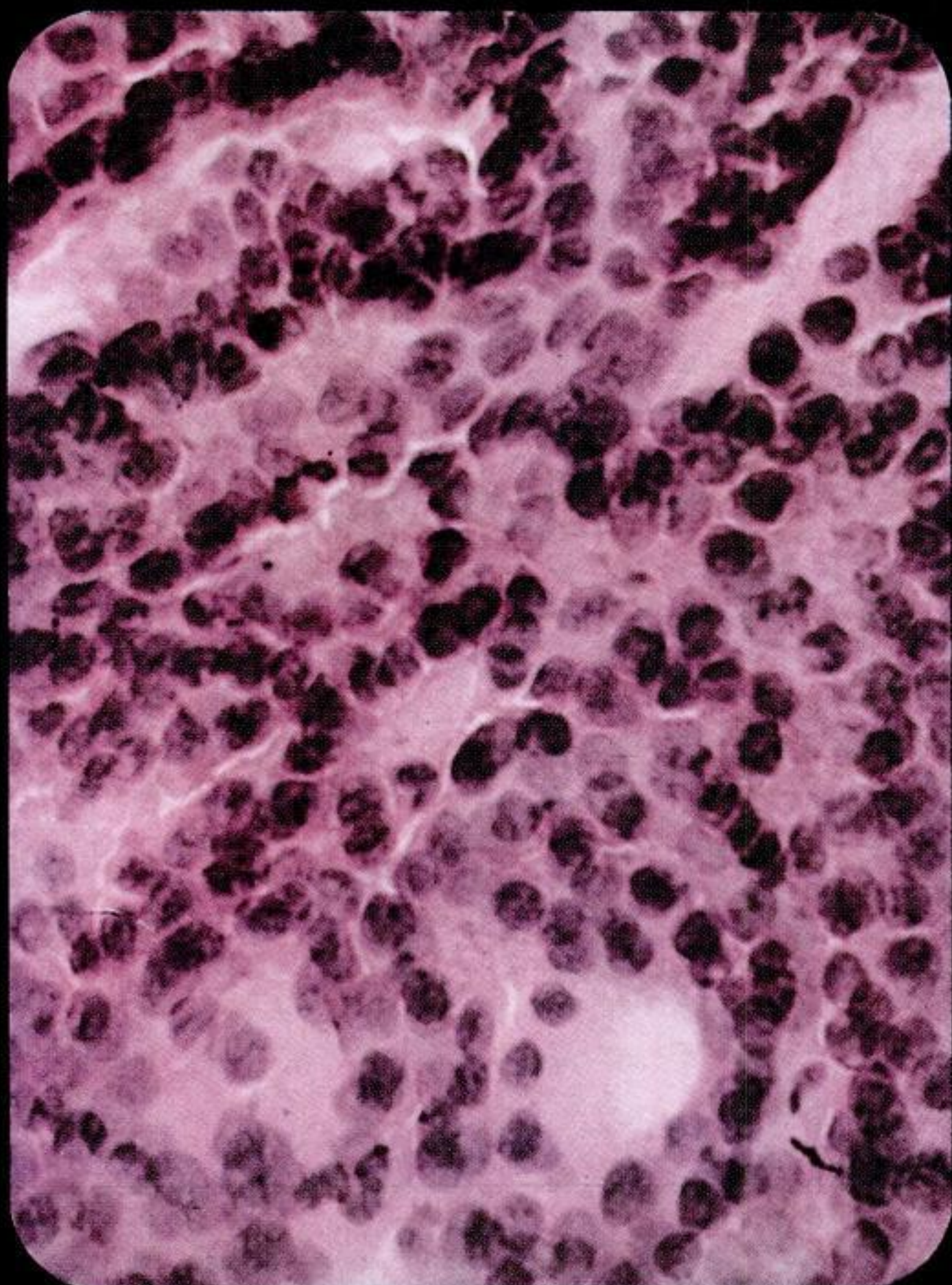
MEDICINE



SKULL SEGMENT REMOVED FROM BRUNSTEIN'S HEAD TO VERIFY CURE HAS ERODED AREA (RIGHT, CENTER) WHERE CANCER INFILTRATED BONY TISSUE



OVAL-SHAPED, PURPLISH AREA ON THE INNER SURFACE OF SKULL SECTION REPRESENTS SCAR TISSUE AND DEAD CELLS LEFT BY DESTROYED TUMOR



MICROSCOPIC EXAMINATION OF TUMOR TISSUE REMOVED FROM BRUNSTEIN BEFORE TREATMENT REVEALS CANCER CELLS GROWING IN WILD DISORDER



AFTER TREATMENT, THE SCAR TISSUE LEFT AT THE SKULL TUMOR SITE IS FREE OF CANCER CELLS. THE LARGE, DARK PATCHES ARE BONE FRAGMENTS

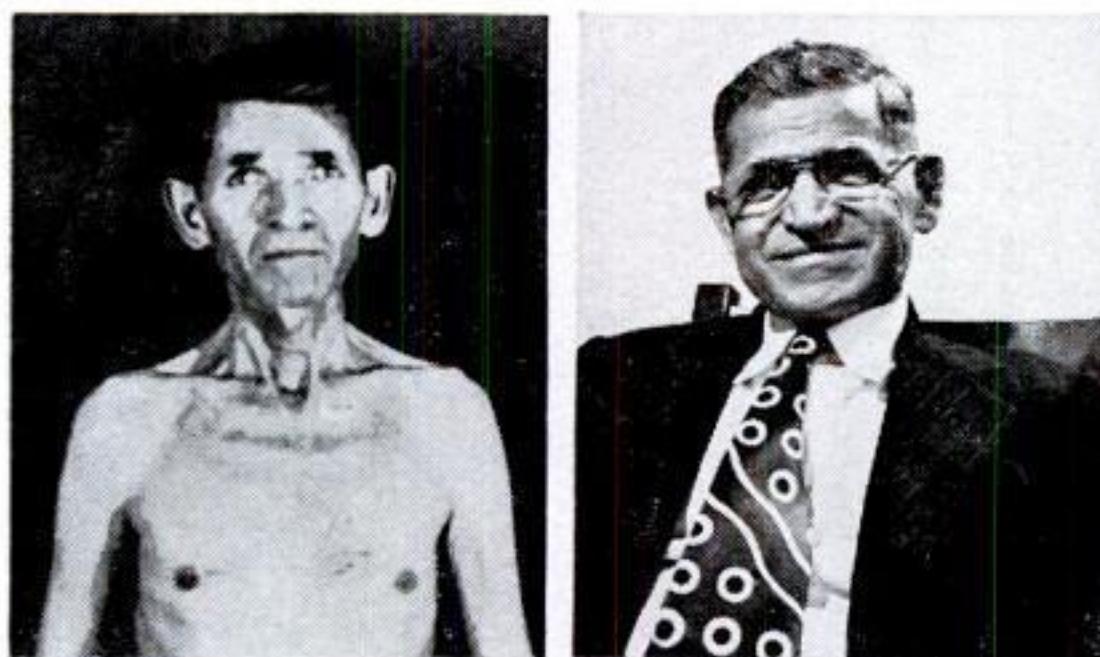
RADIO-IODINE HALTS ONE TYPE OF CANCER

Radioactive chemical brings about history-making recovery of patient dying from thyroid tumors

The man shown in the contrasting portraits at right is a Brooklyn shoe salesman named Bernard Brunstein who is destined to become one of the most famous patients in medical history. Brunstein is the first person known to be cured (insofar as a cure can be established by medical tests on a living patient) of metastatic cancer, a form of the disease in which the malignancy spreads through the body from an original tumor. Metastatic cancer has always been 100% fatal. But Brunstein's tumors were destroyed in a simple, almost miraculous way: by the drinking of four doses of radioactive iodine.

When Brunstein was admitted to New York's Montefiore Hospital seven years ago he appeared to be suffering from an overactive thyroid gland rather than from cancer. He had a very fast heart and quivering hands, and he was weak and emaciated. But examination revealed that he had no thyroid gland: it had been removed by surgery 19 years before when it had become cancerous. Apparently some of the cancer cells had sloughed off, however, and had been carried through the circulatory system to other parts of his body: eight cancerous tumors were found growing into the patient's lungs, ribs, femur, spine, pelvis and skull. The tumors, composed of malignant thyroid tissue, were secreting hormones and were otherwise behaving like thyroid glands.

Radio-iodine was given to Brunstein on the theory that his thyroid-like tumors would absorb the drug just as a normal thyroid gland picks up ordinary iodine. If they did, they would be destroyed. For while radio-

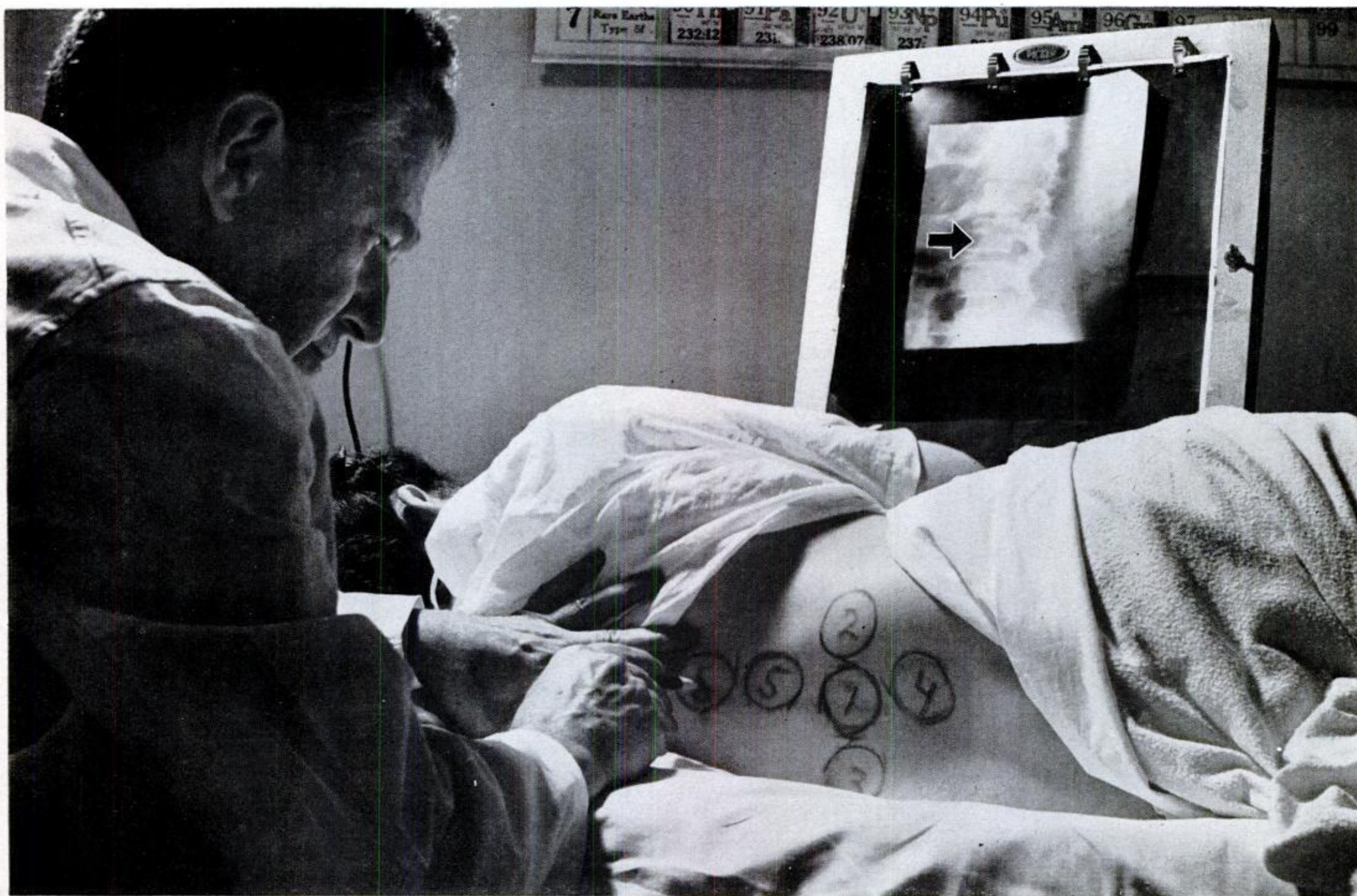


BERNARD BRUNSTEIN IN 1942 (LEFT); AS HE LOOKS TODAY

iodine is chemically identical with ordinary iodine, it gives off a powerful radiation that can kill any tissue that absorbs it in sufficient concentration. The chemical had never been effectively used as a treatment for cancer, but Brunstein agreed to try it in the hope that it might help. It did. Three months after he drank his first glassful of the tasteless, colorless liquid, his heart began to slow down and he started to put on weight. Geiger counters placed over the tumor sites revealed that there was a heavy concentration of radio-iodine in these areas. After three additional doses the tumors slowly began to diminish in size and eventually disappeared altogether.

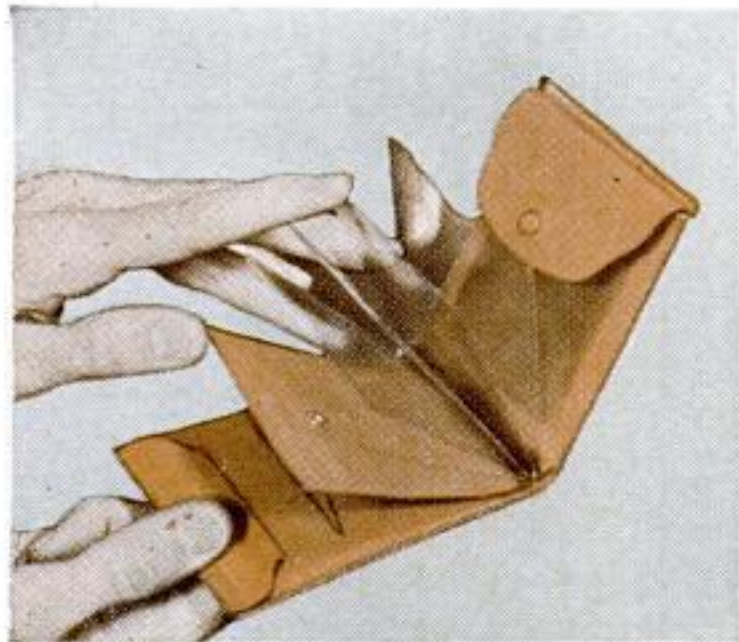
Last May a section of Brunstein's skull was removed for a microscopic examination of the site of one of his tumors. Only scar tissue and dead cells remained, and not a single living cancer cell was found (left).

From his experience with Brunstein and subsequent cases Dr. S. M. Seidlin of Montefiore Hospital, an endocrinologist and a pioneer in radio-therapy, has deduced that radio-iodine does not work in many ordinary thyroid cancer cases because most of the chemical is picked up by the thyroid gland itself, and little of it gets to distant tumors. But if the gland is destroyed, the medicine has a better chance of reaching the diseased areas. Of a group of 12 patients treated by Seidlin since 1942, five appear to be recovering and in two others the tumors have stopped growing. Of the five who died, two had their lives prolonged several years, two were near death when treatment was started, and one died of a different disease.

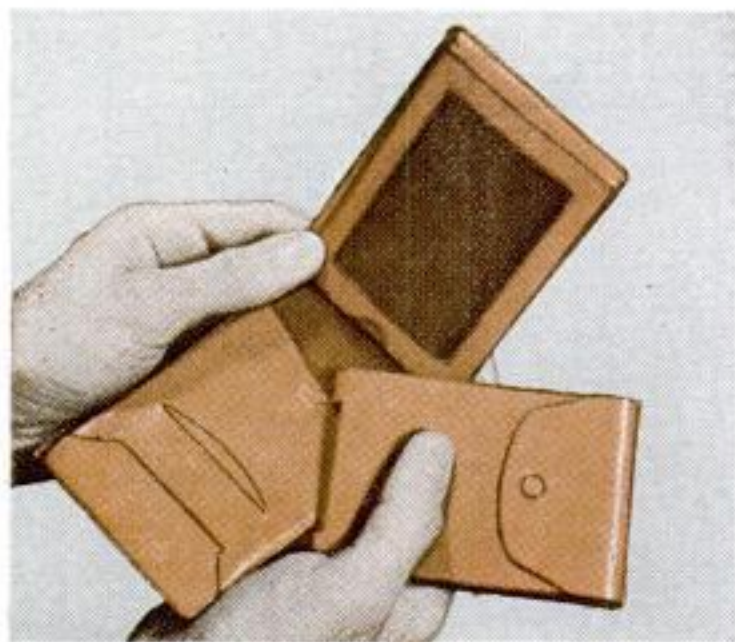


TUMOR IS LOCATED on a woman patient's back with help of an X-ray photo which shows where cancer has penetrated spine (arrow). Exact position of tumor

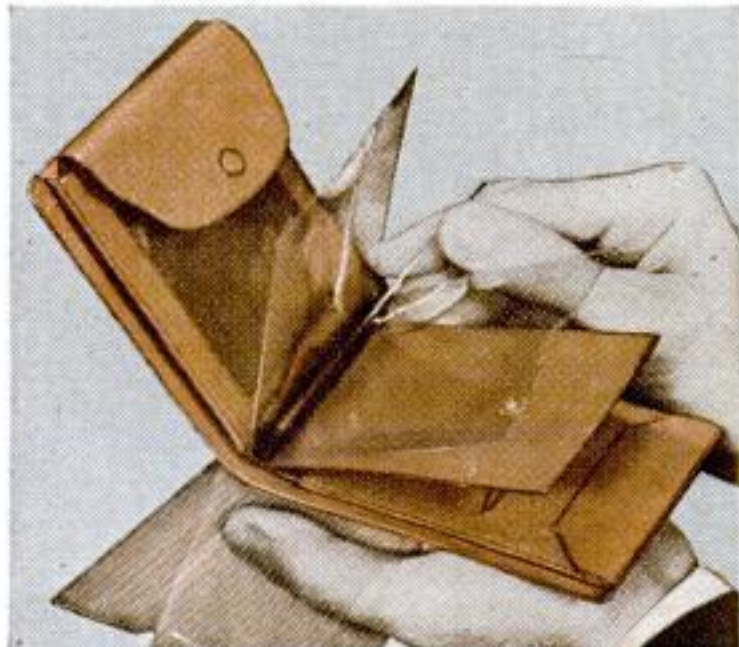
will be found by using Geiger counter to measure the radiation from the diseased area (Circle 1) as compared with the surrounding areas marked with other circles.



PHOTOS AND CARDS go in the Card-Tainer . . . 2 in each window.



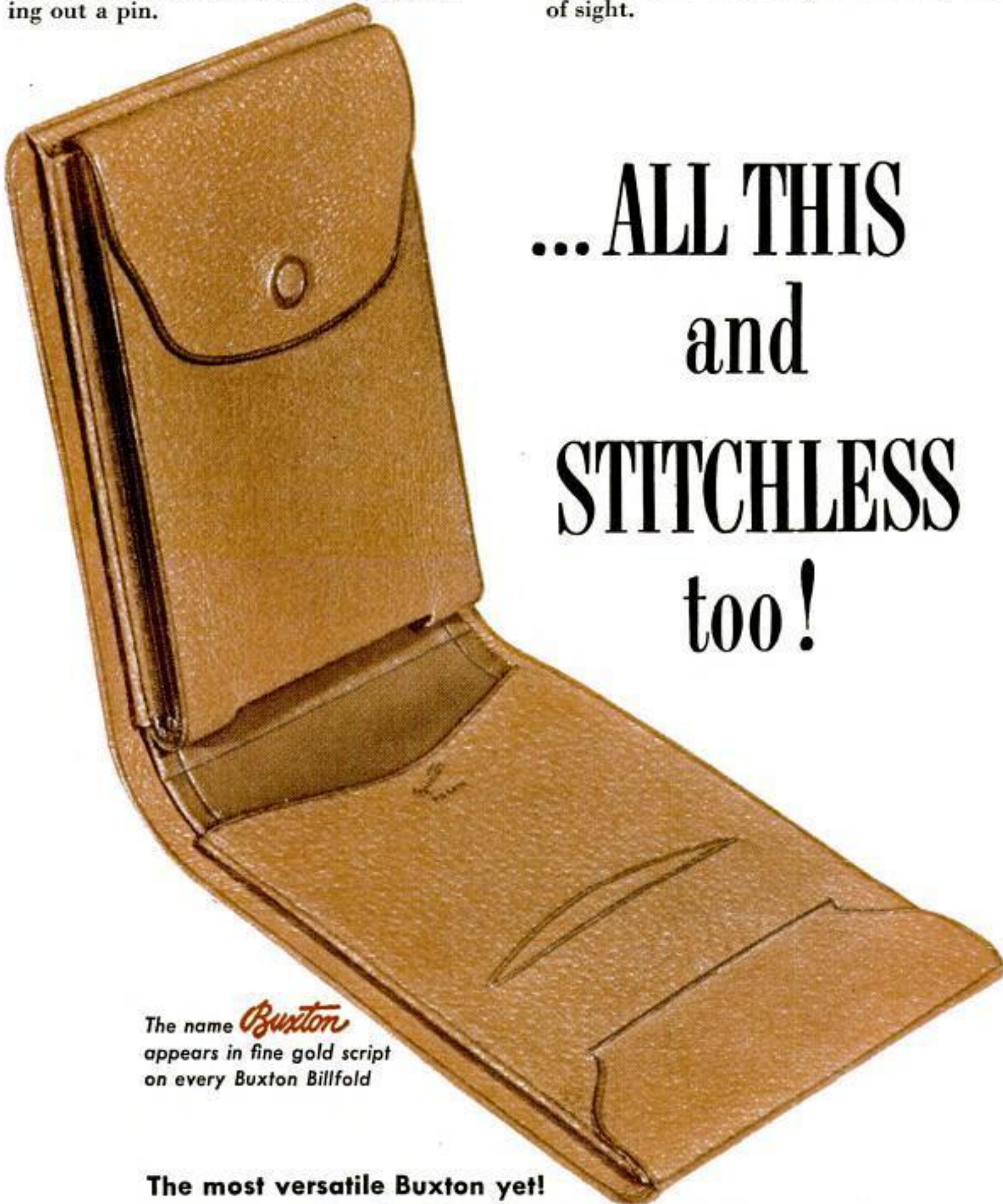
CARD-TAINER DETACHES to make a separate card case.



ADD OR SUBTRACT WINDOWS simply by pulling out a pin.



SECRET POCKET keeps big bills safely out of sight.



The name *Buxton* appears in fine gold script on every Buxton Billfold

The most versatile Buxton yet!

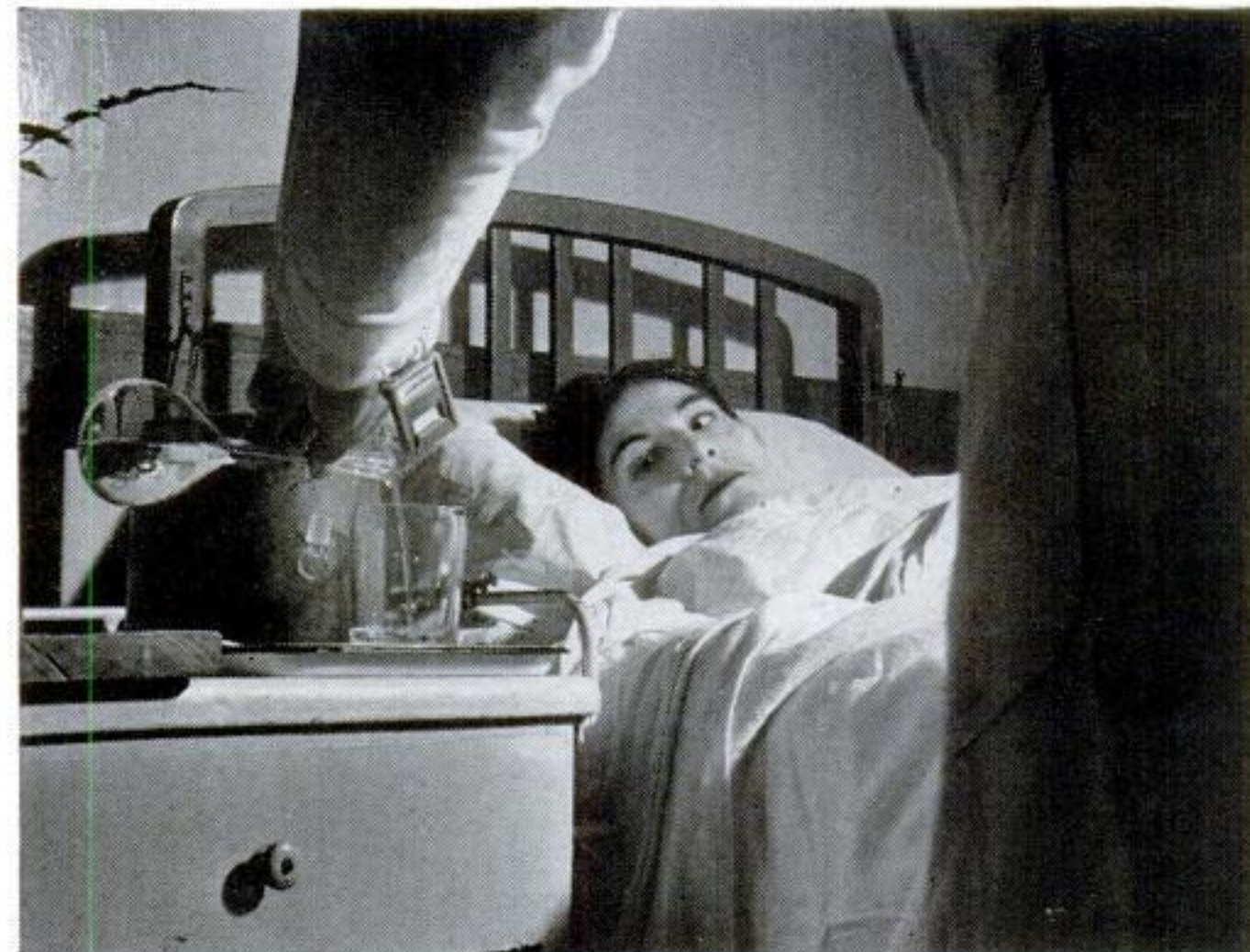
With detachable Card-Tainer and Secret Pocket . . . *plus* our famous stitchless construction. The billfold itself is just one piece of leather *super-locked* to take extra strain. Not one stitch to rip or rot! See Buxton's Card-Tainer Billfold in handsome pigskin at better personal leather goods counters in your city, **\$5** plus tax. Other Buxton* Card-Tainers \$3.50 to \$10.00 plus tax.

*Reg. U. S. Pat. Off.

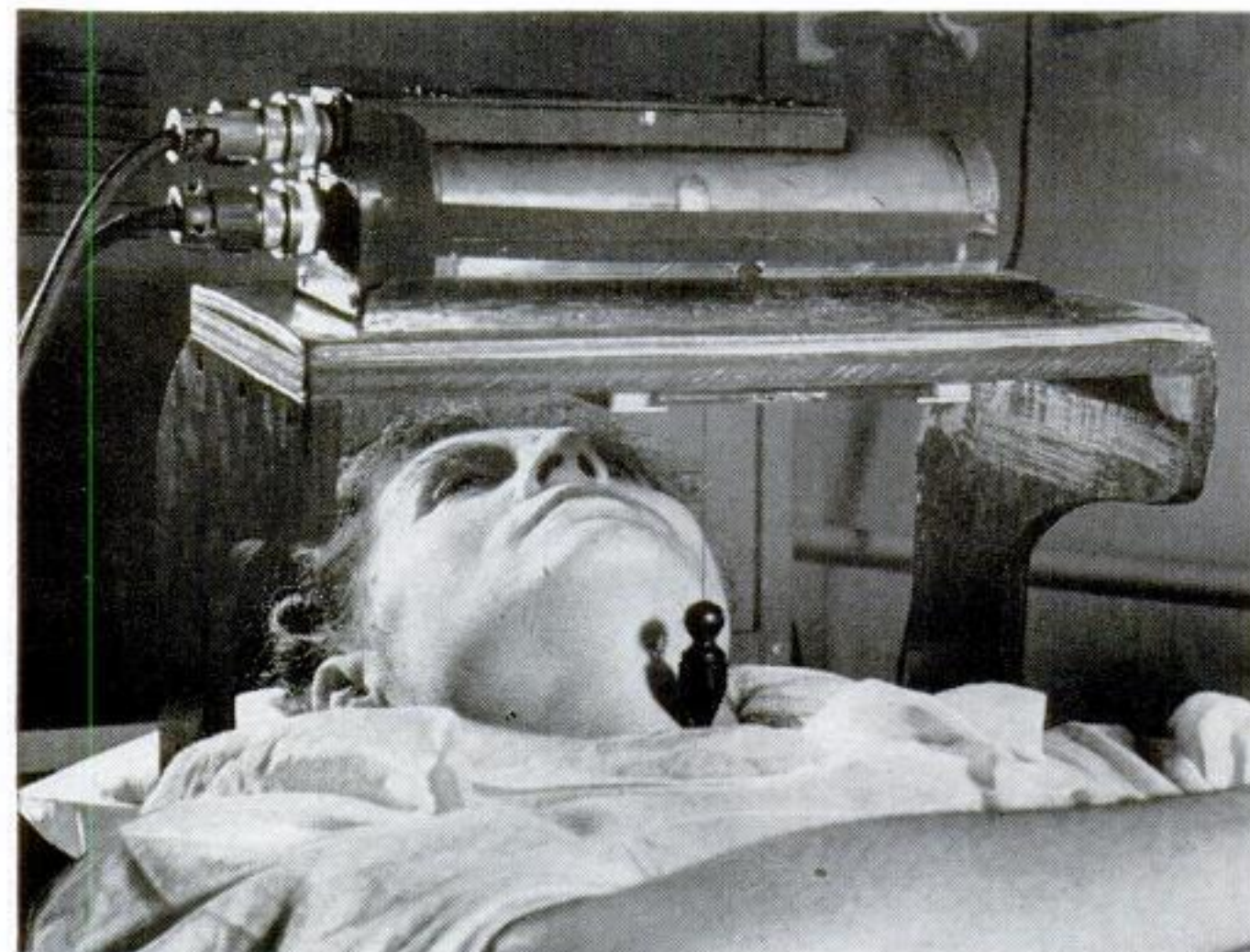
BUXTON STITCHLESS

BUXTON INC., SPRINGFIELD 1, MASS. • NEW YORK CITY • CHICAGO • TORONTO

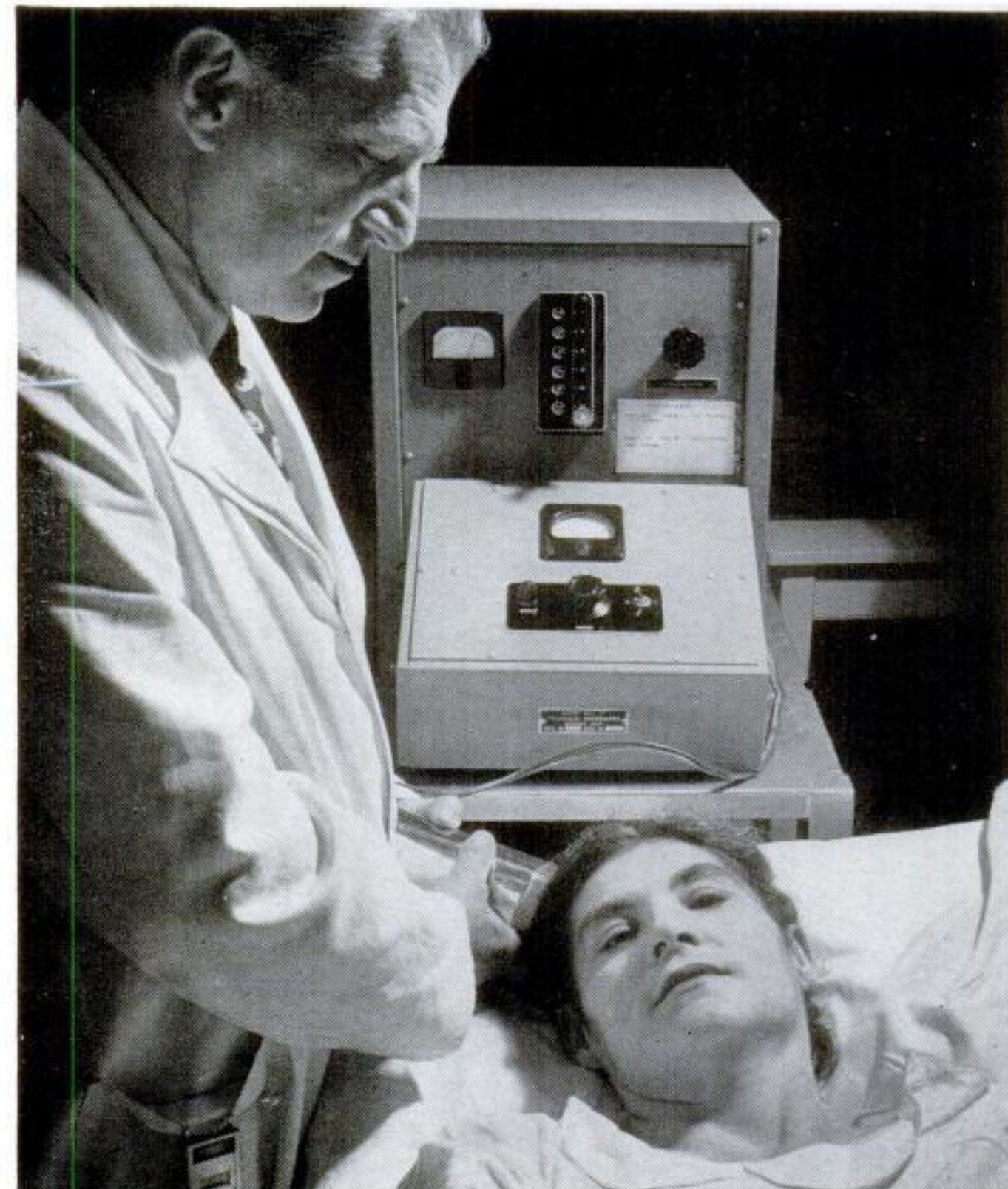
Radio-Iodine CONTINUED



RADIO-IODINE SOLUTION is poured from a flask at patient's bedside. Doctor wears film-holder on sleeve to record amount of radiation he receives.



THYROID IS CHECKED for iodine content by suspended counter. Radio-iodine will kill gland and permit subsequent doses to reach scattered tumors.



TUMOR IN BRAIN is detected by a hand-held counter after radio-iodine drunk by patient has spread through her body and settled in cancerous areas.

Kodak
TRADE-MARK



Save precious hours in indoor snapshots

Little casual happenings at home can be saved so easily in indoor snapshots . . . in pictures that will be priceless both to you and, through extra prints, to your family and friends.

You just use a flash camera . . . or most *any* camera plus an inexpensive Kodak Photo Flasher. Add a few flash lamps and two or three rolls of Kodak Film . . . Verichrome for black-and-white shots or the new Kodacolor Film, *Type A*, for full color. Then you'll be all set! Remember, the snapshots you'll want tomorrow, you must take today.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.



New Kodak Dualflex Camera makes wonderful snapshots . . . indoors or out, in black and white or full color. With Kodar f/8 Lens, \$19.85; Kodet Lens, \$12.75. Flashholder, \$3.33. Prices include Federal Tax.



Your favorite snapshot makes the most personal Christmas greeting card—order now from your dealer

Pillsbury

WHEN YOU SAID YOU

*Spread 'em with butter...
splash 'em with syrup...
and settle down to a stack
of these lighter Pillsbury
pancakes. Don't miss out
any longer. Have them
at your house—soon!*



*You and Ann Pillsbury
can make a great team*

Ann Pillsbury has developed a new lightness in pancakes, and has kept all that old-time goodness, too. Now, with this mix, it's easy for you to make really light, delicious pancakes every time.

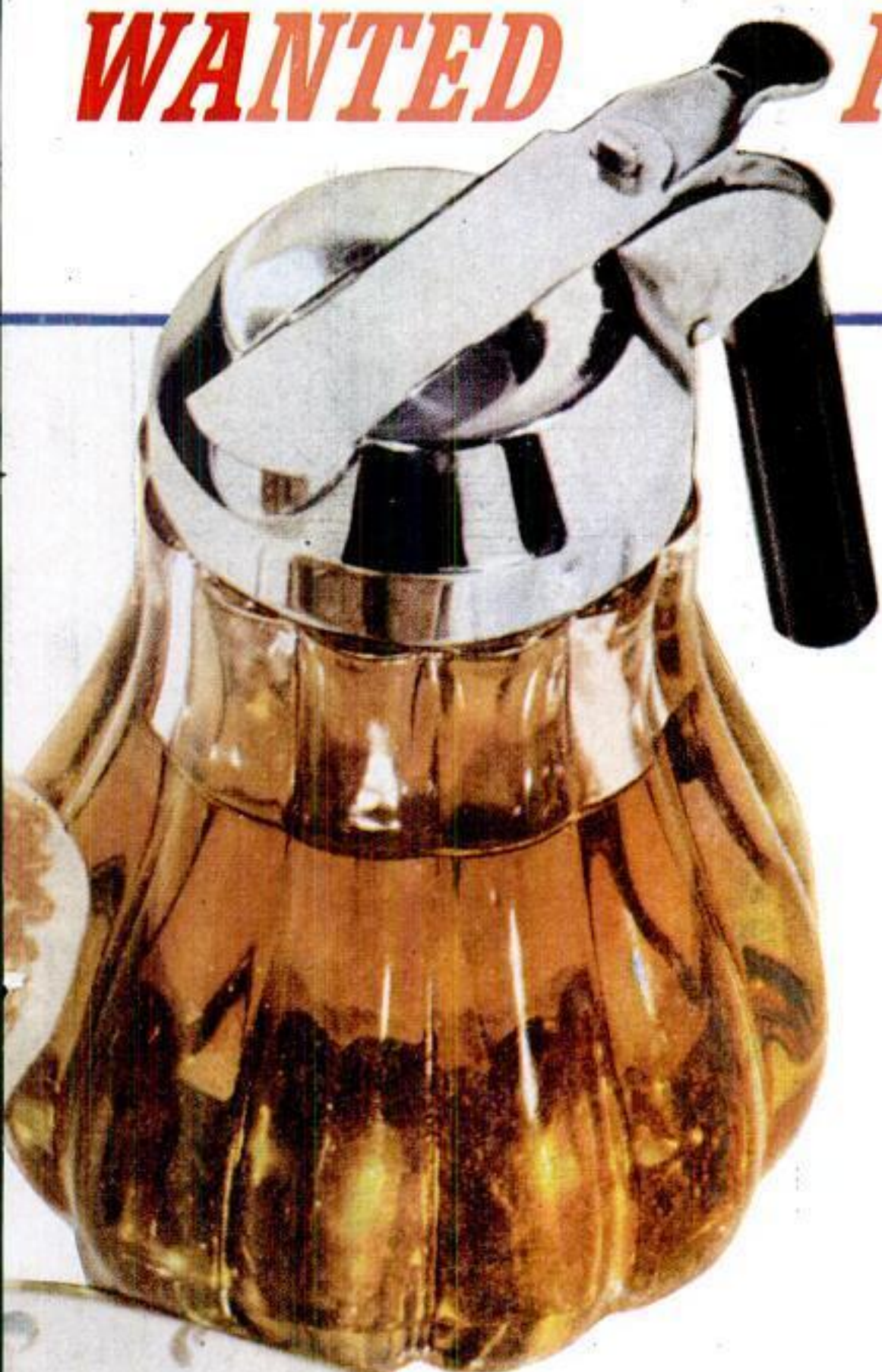


Three original Rogers silverplated teaspoons. Exclusive Lady Ann pattern—only 50¢ and six coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value Coupons with all Pillsbury packages.



took your order

WANTED **PANCAKES** **LIGHTER**



Another Great Mix from Mix Headquarters!

Probably you, too, have wished pancakes could be lighter. Now they *are!* Over the years, Pillsbury has improved this mix, step by step, until now it is the one mix in America that gives you pancakes with such remarkable lightness and fluffiness. Extra tender. Rich, golden color. Tempting flavor. And simple to make, naturally. You merely add milk. Today, how about turning yourself loose on these lighter pancakes?

This famous mix is wonderful for waffles, too. And for good old-time buckwheats with new lightness get Pillsbury Buckwheat Mix.



LIGHTER PANCAKES ARE HERE

Pillsbury PANCAKE MIX



BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY.
YARDLEY, LONDON



the delicate fragrance that makes you more enchanting

YARDLEY *English Lavender*

Yardley English Lavender, \$5.75, \$2.85, \$1.75, plus tax

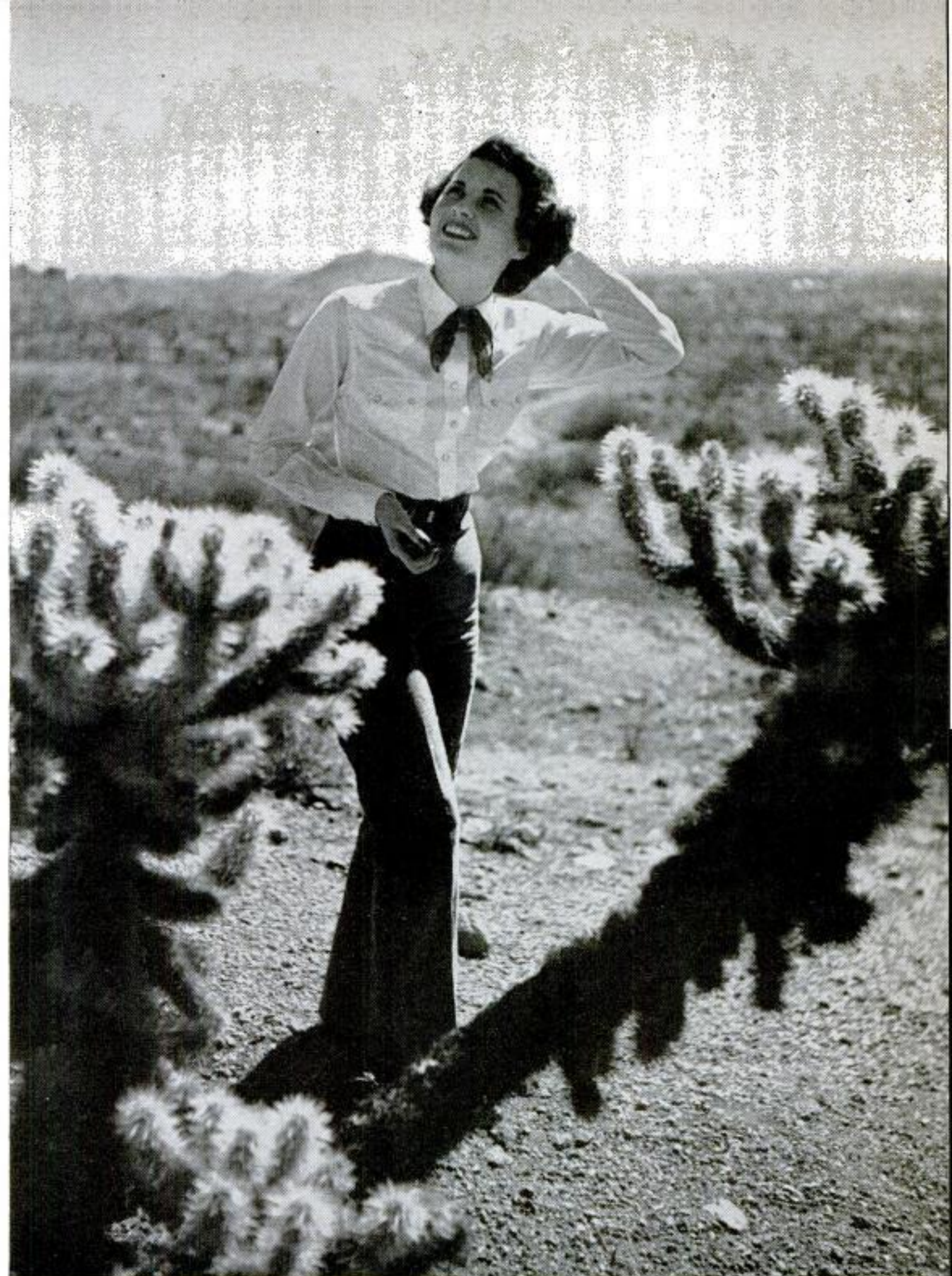
Yardley English Lavender Soap, 45c. Box of three tablets, \$1.35

Lavender Dusting Powder, \$1.50, plus tax

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.



IN 1946 JACQUE POSED ANONYMOUSLY IN A "LIFE" STORY ABOUT TEEN-AGE MODELS



BY 1949, AFTER WINNING CONTEST, SHE STOOD BY AN ARIZONA CACTUS

SEQUEL

MISS AMERICA WAS "LIFE'S" GAL BUT WE DONE HER WRONG

In its Sept. 19 report on the Miss America pageant LIFE noted that three contestants were LIFE girls and then wistfully added that none had won. This brought on a freshet of letters from anguished Arizonians who accused LIFE of being grossly forgetful. They claimed the new Miss America, Arizona's Jacquie Mercer, was also a LIFE girl. She

was, indeed, having appeared as an unnamed fashion model in the issue of Nov. 11, 1946 (*above, left*). But only an Arizonian would recognize her. In three years she had come a long way (*above, right*).

When she got back home from Atlantic City this month Miss Mercer, already ranked with copper, cactus and sunshine as a valuable Arizona asset,

was met in Phoenix by 75,000 proud Phoenicians. After six harassed days spent totting up contest loot (which includes a gold-leaf bathing suit) and seeing her parents briefly, Miss Mercer took off on a personal-appearance tour. When news pictures showed the welcome she got from her boy friend in Chicago (p. 65) the whole state of Arizona beamed.



AFTER VICTORY ON SEPT. 10: JACQUE MERCER, LITCHFIELD, ARIZ.

THREE "LIFE" GIRLS REACH BEAUTY FINALS

We regret none of them won, but "LIFE" congratulates the 1949 "Miss America," Jacquie Mercer of Arizona

"LIFE'S" STORY regretted its girls lost, saluted Winner Mercer, but was unaware that she was LIFE girl, too.



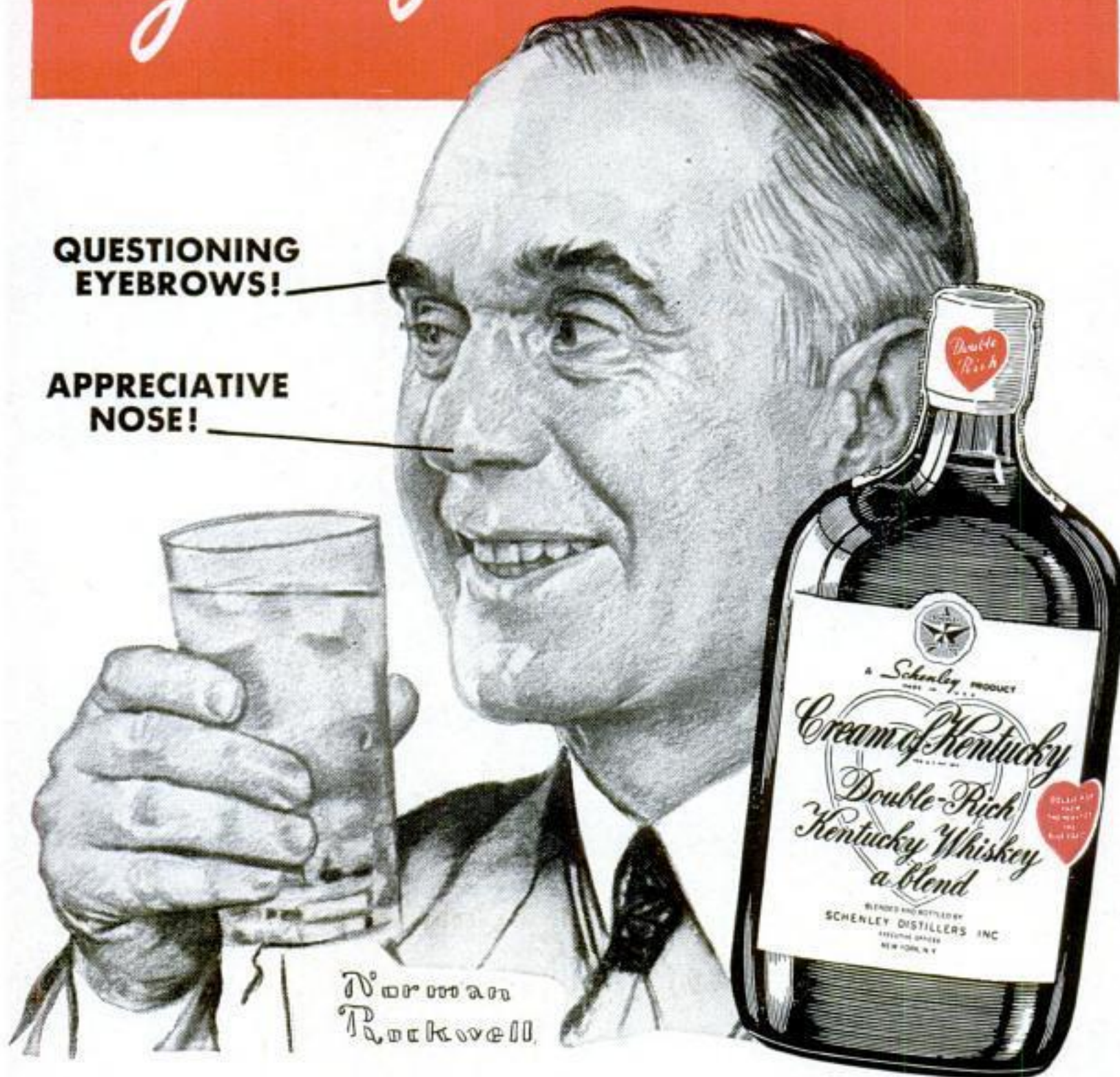
ARIZONA'S ANSWER is carried on a big sign set up on a rickety float by the Junior Chamber of Commerce

of Mesa, a town near Phoenix. Float played a prominent and eye-catching part in the Jacquie Mercer Day parade.

*Does your face show
good judgement?*

QUESTIONING
EYEBROWS!

APPRECIATIVE
NOSE!



If you know real value, try this "*Double-Rich*" Kentucky whiskey. Its taste will delight you, its economy will amaze you. Say "*Make mine Cream!*"

DOUBLE-RICH

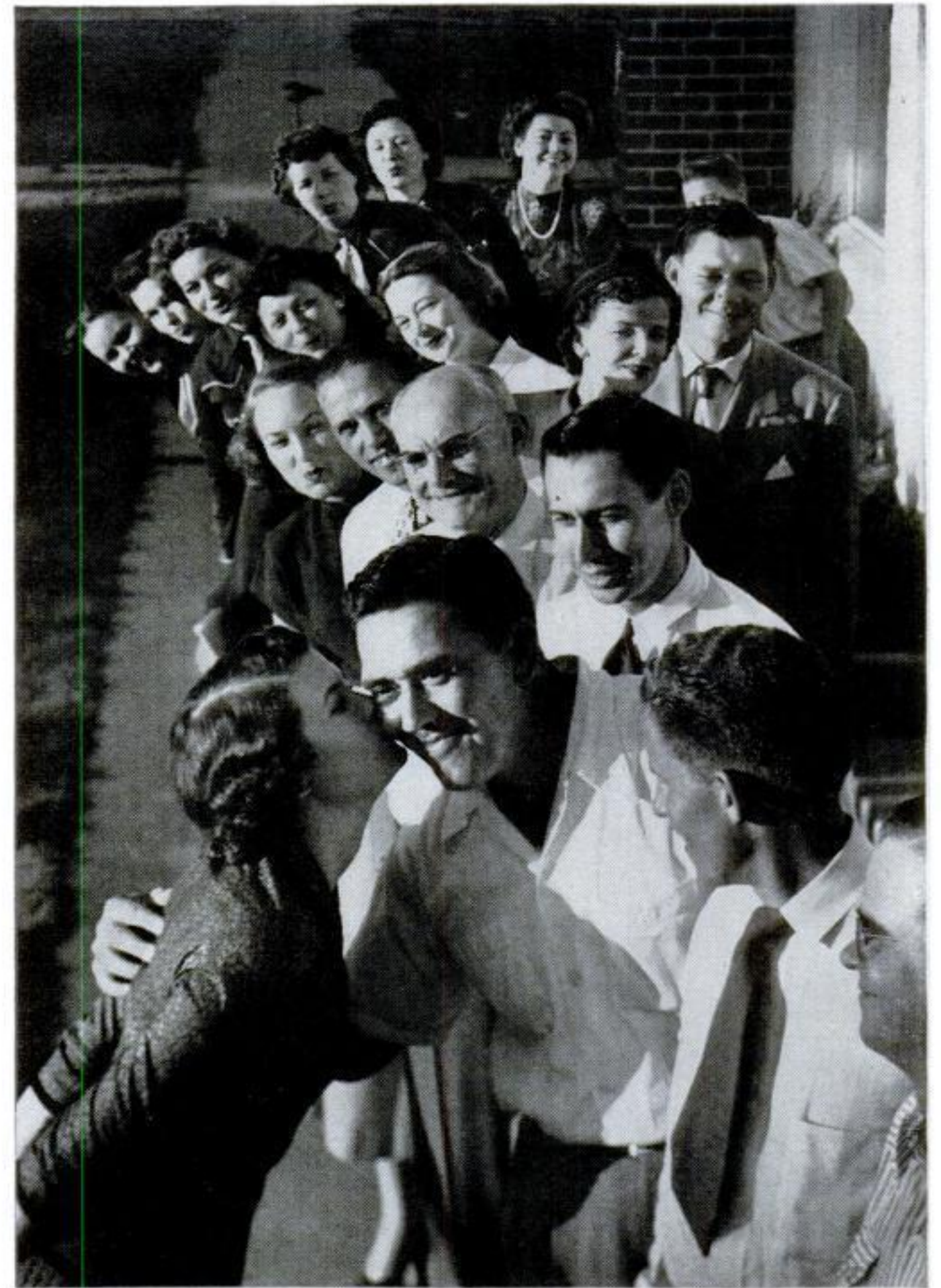
*Cream of
Kentucky*



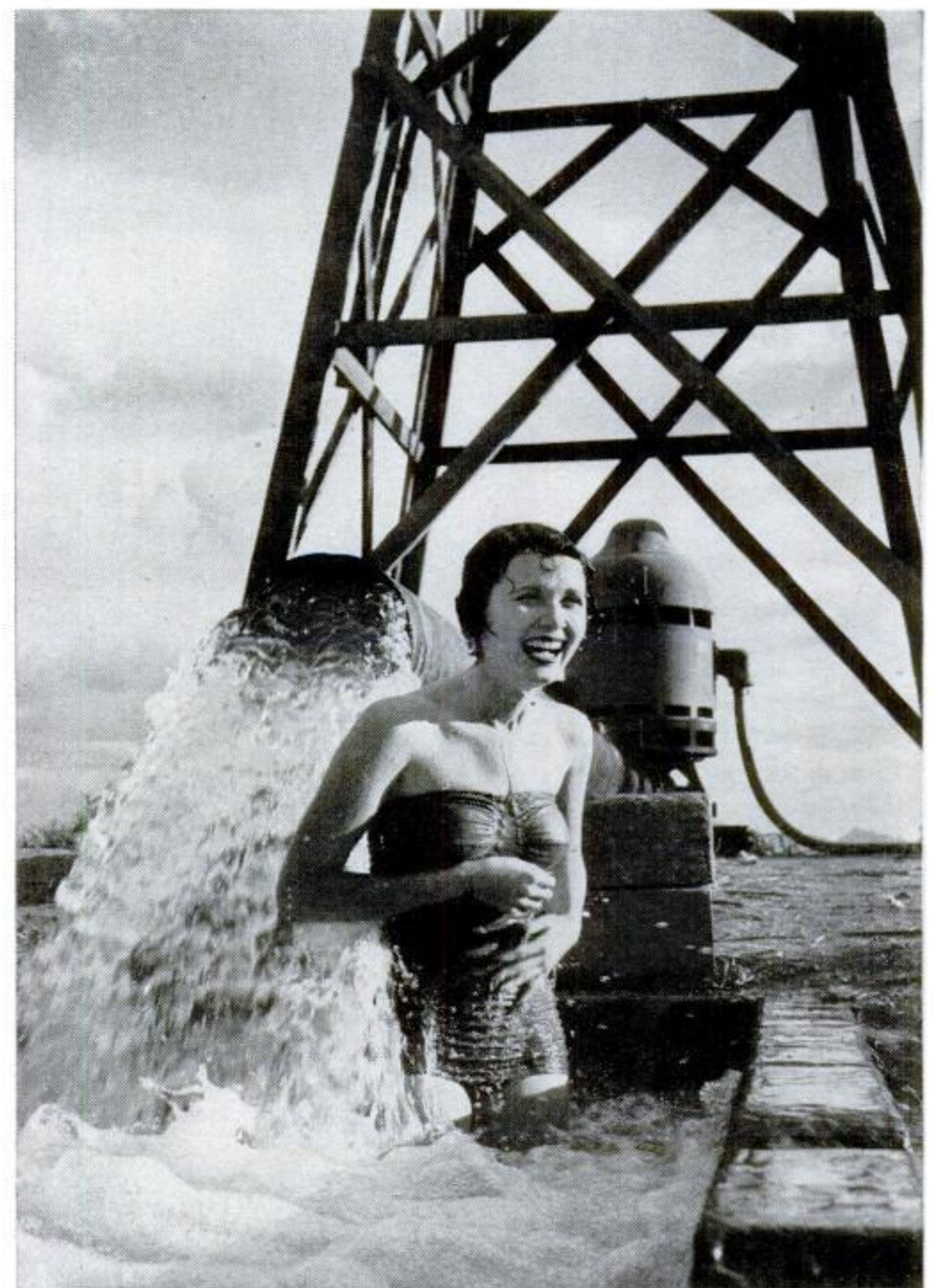
A Schenley
Mark of Merit
Whiskey

KENTUCKY WHISKEY-A BLEND

86 Proof, 70% Grain Neutral Spirits. Copr. 1949,
Schenley Distillers Inc., Frankfort, Ky.




JACQUE'S BACKERS, most of them members of the Phoenix Junior Chamber of Commerce and their wives (called "dudettes"), line up for multiple buss.



DITCH-DUNKING at irrigation pumping station near her parents' ranch is still splashy fun for Jacqueline, who swam there often in pre-Miss America days.

CONTINUED ON PAGE 65

Just born...

Stik  -pep



the latest in the Life Savers family
only 5¢

OIL LOW?

*IT PAYS TO
KNOW!*

Check — and Fill Up with NEW Mobiloil
for

TRIPLE-ACTION

Performance!

1. **Easy Starting** . . . every time you're set to go! Great New Mobiloil's *high viscosity index* means resistance to excessive thickening up in cold weather — thinning down at driving temperatures! You get fast engine turnover with instant flow of protective lubricant to all vital moving parts.

2. **Full Protection** — Special *detergent* and *anti-acid* qualities help keep your engine clean, smooth-running . . . safeguarded against friction, corrosion, harmful deposits! They're the result of 83 years' Socony-Vacuum oil refining experience!

3. **Maximum Economy** — New triple-action Mobiloil gives you the three big qualities that add up to top oil performance . . . long-time savings in terms of fewer repairs, increased fuel and oil mileage! Change now — at your Mobilgas dealer's!



NEW Mobiloil

World's Largest Seller — Better than Ever!

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates:
MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION





CUDDLY TOY named Bumstead was gift of Phoenix College students. In the background is Jacque's mother.



CUDDLY BOY, Douglas Cook, a University of Chicago student, nuzzles Jacque (above) when she arrives



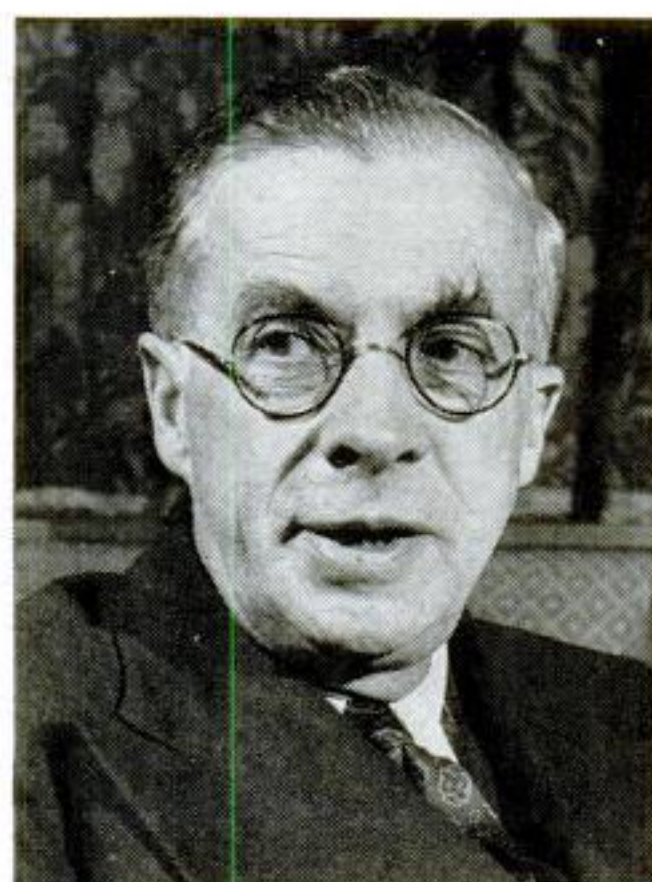
in Chicago, then manages a far warmer welcome (right). The boy friend thought Miss America contest was silly.

HELMET "CROWN" AND SOUVENIR MACHETE ARE GIVEN JACQUE AT CEREMONY ON STATE CAPITOL VERANDA. HER NEW TITLE: "MISS ARIZONA NATIONAL GUARD"



PETRA

ANCIENT TRANS-JORDAN CITY WAS CARVED IN LIVING ROCK



DR. JULIAN HUXLEY

Hidden in a narrow, sheer-sided valley in the craggy wilderness of southern Trans-Jordan are the ruins of the strangest city ever built by man. Its name is Petra, which means "rock," and it is aptly named. For here, carved like giant cameos into the faces of towering, pink and orange cliffs, are hundreds of tombs, temples and palaces whose severe classic beauty (*opposite*) stands out in fantastic contrast to the windworn living rock of which they are a part.

Five hundred years before the birth of Christ, Petra was a robbers' stronghold. Approached by a tortuous path that winds for miles along the bottom of a narrow gorge (*left*), it could be held indefinitely against attackers by a handful of men. Later this thieves' fortress became the capital city of the Nabateans, nomadic Arab tribesmen who ranged far out across the desert to prey on the great caravans that plied between India and the Near East. These distant raids brought wealth and knowledge to the Nabateans. They saw and admired the fine architecture of the Greeks and spent their stolen gold to reproduce its sophisticated forms on the tombs cut in the rough sandstone precipices of their mountain sanctuary. In the Second Century A.D., Petra fell before the advancing legions of the Emperor Trajan and became a distant outpost of the far-flung Roman Empire. The adaptable Nabateans eagerly absorbed the culture of their highly civilized conquerors. The latest and finest of their temples were built in the Roman style.

After the Third Century the old caravan routes were abandoned in favor of the longer but safer route through the Red Sea. With its life blood thus cut off Petra's parasitic economy began to fail and its name gradually sank into obscurity. For centuries its very existence was forgotten by the outside world. It was not until 1812, 1,200 years after its abandonment, that a European explorer rediscovered the ghost city.

Today Petra is still remote and inaccessible by modern means of transportation. Only a few ragged Bedouin shepherds live among its magnificent ruins, sheltering their flocks in the deserted tombs. Visitors are rare, but occasionally an adventurous stranger makes his way on foot or horseback along the difficult trail into the valley. One such visitor was the famous British scientist Julian Huxley, who took these color photographs of the place which a poet once called the "rose-red city, half as old as time."



PETRA'S LOCATION between sea and desert permitted Nabateans to dominate the caravan routes that connected cities of Egypt, Syria, Arabia and India.



EL KHAZNA, or The Treasury, a two-story temple carved in the late classical Roman style, is the most beautiful of the monuments in Petra. It is also the best

preserved since it was built into the sandstone wall of a deep mountain gorge, protected from winds and rain which have eroded most of the other tombs and temples.

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PETRA CONTINUED

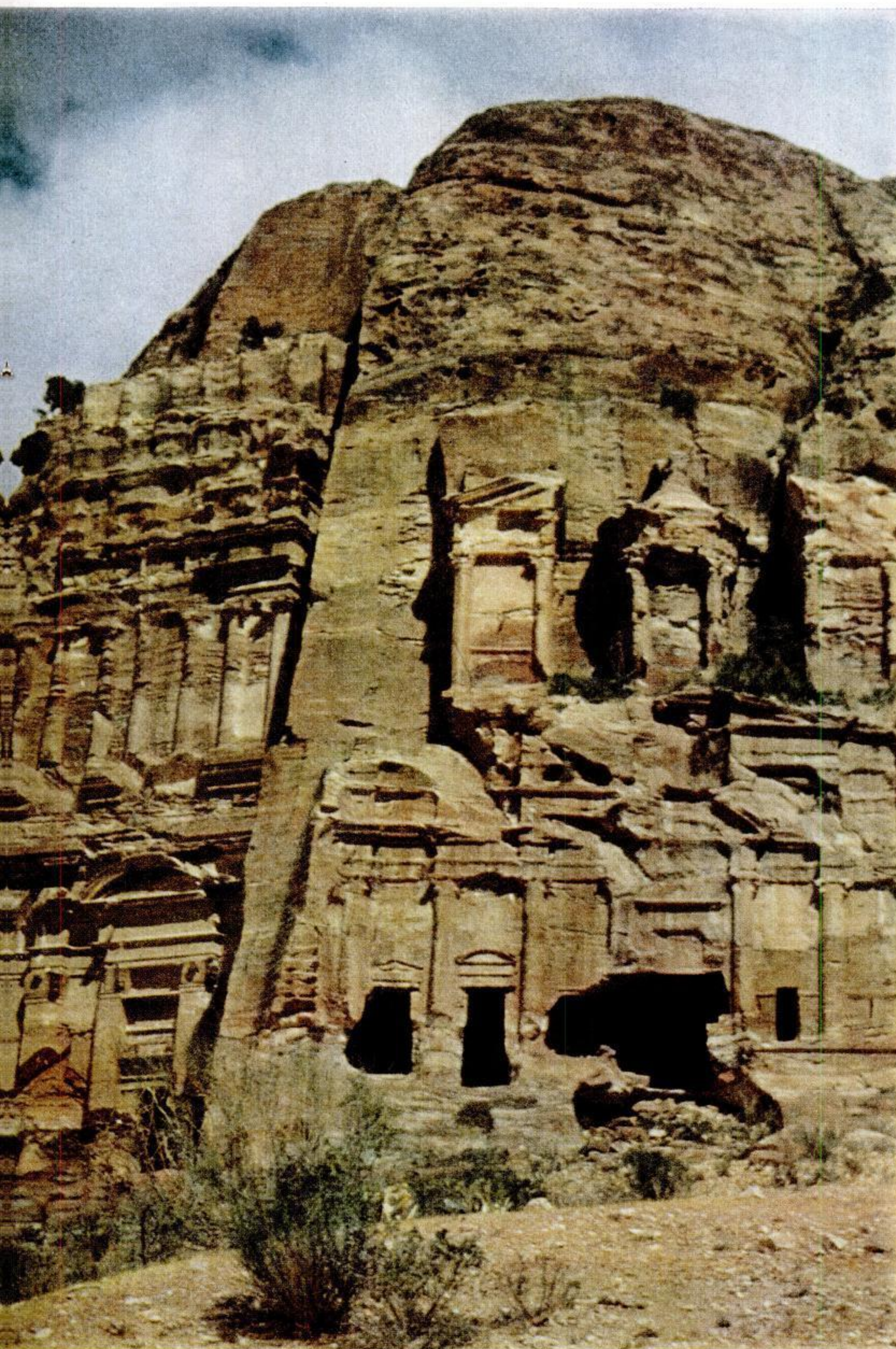
SPIRITS WERE WORSHIPED IN TOMBS

In their hidden city the Nabateans built temples to the sun god Dushara and tombs where they worshiped the spirits of their dead. Dushara's symbol was an uncut black stone which was displayed in the same way that Christians display the cross. But in religion as well as architecture the Nabateans were strongly influenced by

other cultures. With the coming of the Romans they built temples to the Roman gods. In the Fourth and Fifth Centuries A.D. many Nabateans became Christians and converted some of Petra's largest tombs into churches.

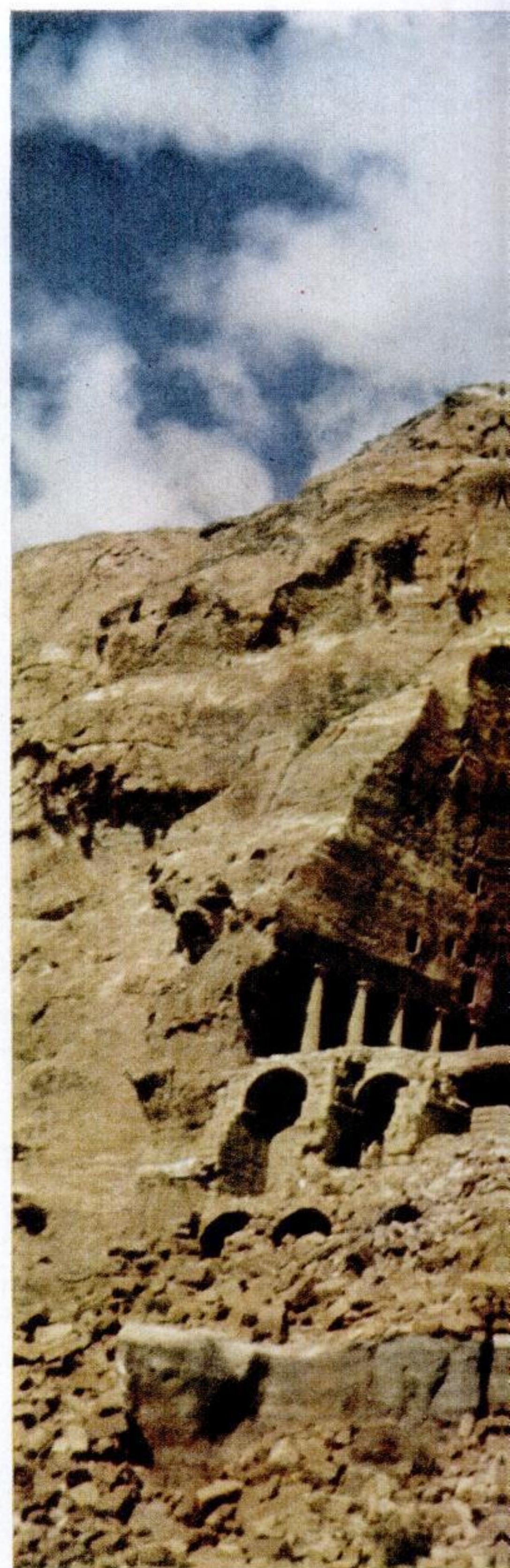
At the height of their prosperity the Nabateans used camels for transportation, ate the flesh

of sheep and goats and made coins stamped with the images of their kings. They brought fresh water into the city from nearby springs by cutting elaborate channels into the rocks, and built vast cisterns to catch the rain water that poured from the hillsides. They had mortar-and-rock bridges, paved streets and great public baths.



PALACE TOMB (*left*) and Corinthian tomb (*right*) were probable burial places for the Petra kings. The

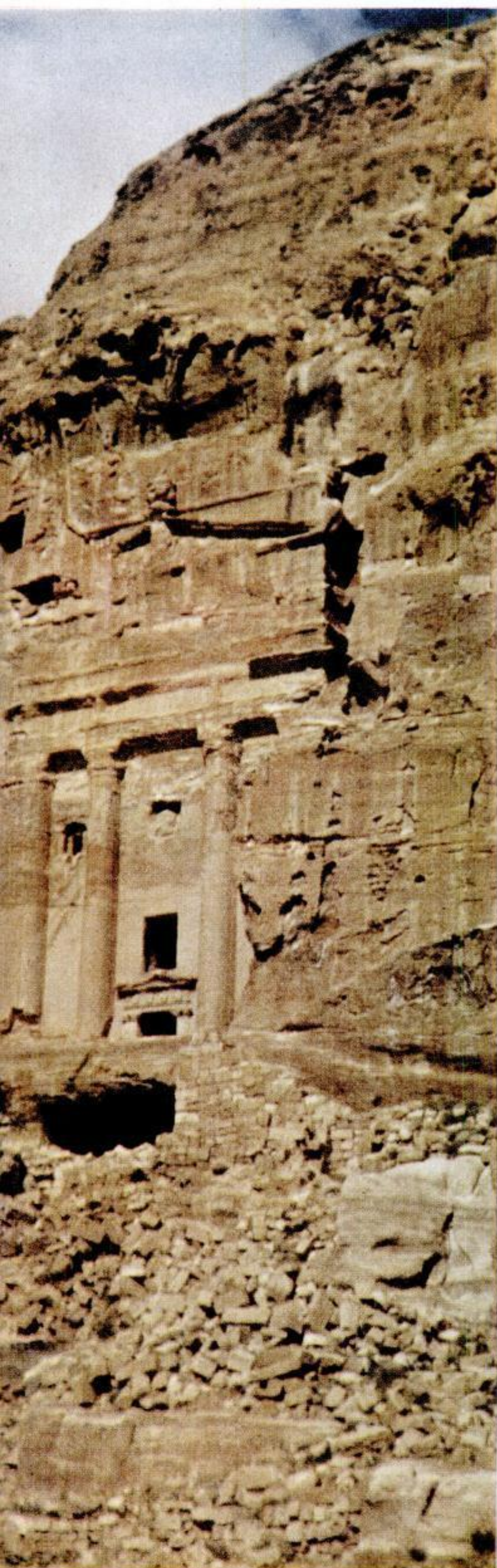
columns and facades were carved out of the surface. Tombs themselves were dug deeply back into rock.



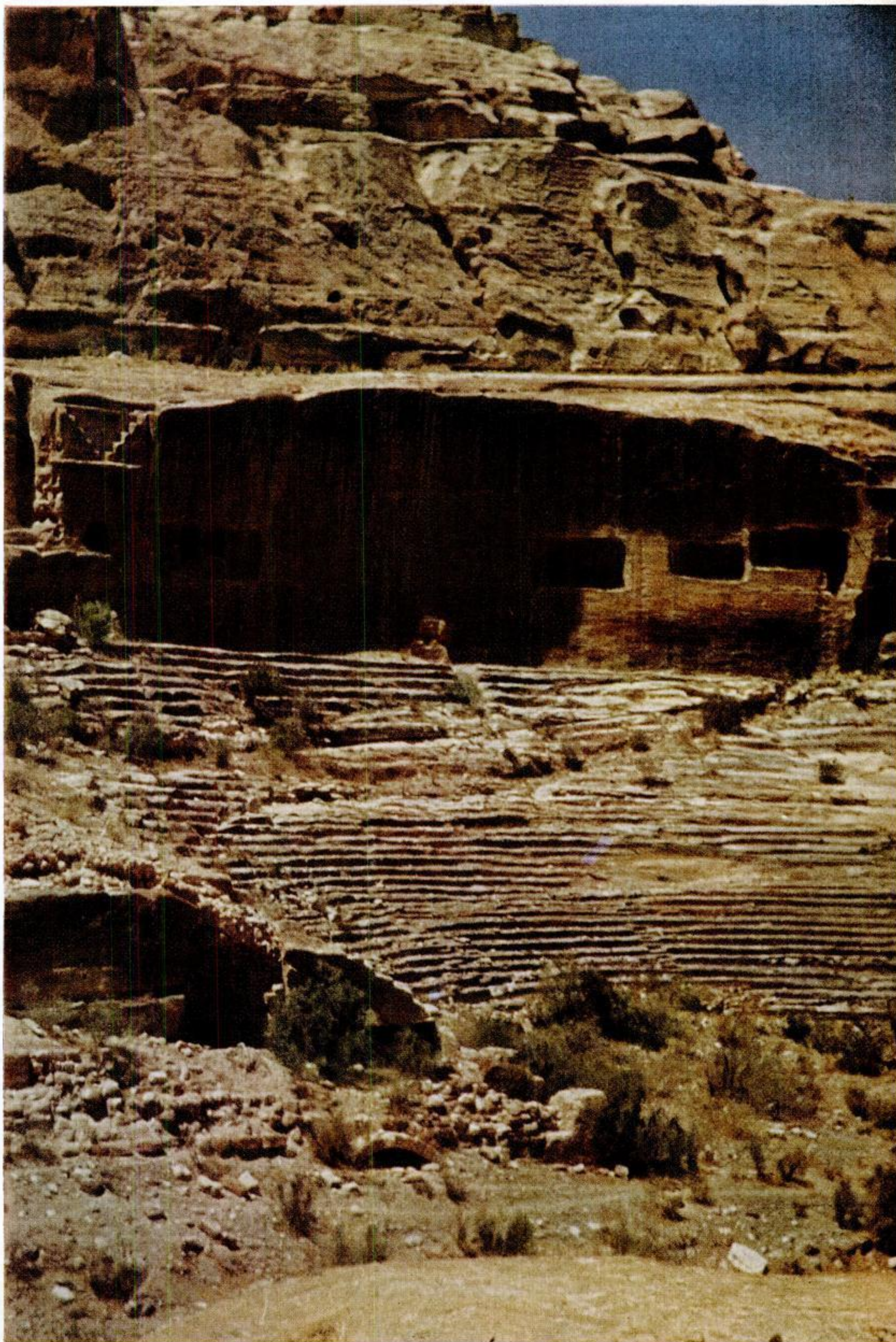
THE URN TOMB was a royal mausoleum. It has a courtyard with colonnades and elaborate basement



UM EL BIYARA, A MOUNTAIN FORTRESS, DOMINATES THE PETRA VALLEY. CLOSE-UPS OF THE PALACE TOMB, URN TOMB AND ROMAN THEATER ARE SHOWN BELOW



substructures. In Fifth Century A.D. Christians in Petra cleaned it out and converted it into a church.



ROMAN THEATER seating about 4,000 persons was built by the Roman conquerors of Petra. Gaping

holes above the tiers are inner chambers of Nabatean tombs which were cut away to make room for theater.



Everybody who owns a Beautyrest® can tell you how *much* comfort they get for so *little* cost.

How little? Take the price—\$59.50. Divide by the 10-year guarantee. That comes down to only \$5.95 a year! Or, about 1½¢ a night!

How much? You get famous Beautyrest *luxury rest*. (No other mattress, at any price, has it!) You get *economical* long life—years more service than in cheaper mattresses! You get, in a word, **VALUE!**

Why not get this *great* mattress buy—today!

GIVE A LITTLE—ABOUT 1½¢ A NIGHT!
GET A LOT—BEAUTYREST LUXURY REST!



"I wouldn't trade my Beautyrest for all the rice in China!"

In a recent interview, Mrs. J. O. Dolby of Lake Charles, La. told us how her 22-year-old Beautyrest stood up in actual use. Here are her comments:

SIMMONS: How is your Beautyrest holding up after more than 22 years?

MRS. DOLBY: Wonderfully! I think it has many more years to go.

SIMMONS: Did it give you all the "luxury comfort" we promised?

MRS. DOLBY: Honestly, it's the most comfortable mattress I've ever slept on!

SIMMONS: Are the borders holding up?

MRS. DOLBY: The *whole* mattress is still nice and neat. It doesn't sag anywhere.

SIMMONS: Would you recommend Beautyrest to your friends? And if so—why?

MRS. DOLBY: I have—*many* times! I think it gives the most mattress value for the least money.

From us to you: The best mattress is the best buy! The best buy is Beautyrest!

NOW! SEE INSIDE THE MATTRESS YOU BUY!
New X-Ray Mattress Demonstrator at leading stores

See the difference, in the store!

"ORDINARY" INNERSPRING CONSTRUCTION **BEAUTYREST COMFORT CONSTRUCTION**

Feel the difference, on your bed!



1. Unique Beautyrest construction gives *every* part of your body correct support. Each of 837 Beautyrest springs is *individually* pocketed, can't force each other down. You get firm, *resilient* luxury sleep.



2. In "torture" tests at United States Testing Co. Laboratories, Beautyrest takes 740,744 more poundings from 275-lb. roller—lasts more than *twice as long* as next best mattress tested. Guaranteed 10 years against structural defects!

Only SIMMONS makes BEAUTYREST

Another quality product from the House of Simmons—the greatest name in sleep!

*TRADE-MARK REG. U. S. PATENT OFFICE. COPR. 1949 BY SIMMONS CO. MOSE. MART. CHICAGO, ILL.



ON A PET ZEBRA WHICH HER PROMOTER BROTHER USES IN SIDESHOWS, LOIS HOLTER OF JAMESTOWN, N. DAK., RIDES HERD ON THE FIVE MIDGET HEREFORDS

DWARFS OF "LOST CANYON"

Miniature cattle find proves to be hoax of the year

Out of wild North Dakota came an even wilder story: a rancher and sideshow promoter named Gene Holter had discovered a race of midget Hereford cattle in a "lost canyon," had succeeded in getting five of them out in a helicopter and had brought them to his home near Jamestown. Newspapers as far away as London picked up the story. *LIFE* promptly sent Photographer Wallace Kirkland to investigate. Sure enough there were the midgets—one bull and four heifers. Though full-grown, they were small enough to walk under a card table and weighed between 160 and 210 pounds. Except for their size they were as perfectly formed as full-grown Herefords. Still Kirkland felt that there was something fishy about them. They were very fat and for cattle that only two weeks earlier had run wild on the range they were strangely tame. He asked to be taken to the lost canyon. Holter turned him down, saying there were other midgets there, even some dwarf donkeys, and he wanted to keep the location secret because he had plans for exhibiting them in fairs later. Kirkland offered to help him bring the rest of them out. Holter refused; the canyon was too far away and the trip would cost too much. Kirkland offered to supply a helicopter and advance \$500 for expenses. Again Holter refused; spring would be better. It began to look as if there were no such canyon, but Holter stuck gamely to his story. Three days later he was stuck with it. A Montana rancher who breeds dwarf cattle heard about the fuss and announced that he raised the five which Holter had bought for \$100. That ended it. Kirkland went back to Chicago, leaving Holter with his five midgets and a face as flushed as the North Dakota sky at sunset.



A LITTLE BULL displays complete indifference as its pleased owner, Rancher-Showman Gene Holter, measures freak animal and finds that it stands only 26 inches high.

STATESMAN ON THE STUMP

Dulles tries to make internationalism the issue in the New York senatorial campaign

by JOHN OSBORNE

TWO Republicans of Batavia, N.Y. stood in the lobby of the local Moose hall, discussing John Foster Dulles. They had just heard him deliver the 41st speech of his campaign for election to the U.S. Senate and the experience had evidently been as remarkable for them as it was for him.

"I tell you," said one, pointing a forefinger at his companion, "that man is sincere. That's it, I tell you, he's sincere!"

"That's it," said the other Republican, "that's it—sincerity! Yes, sir, he's certainly sincere."

The two Republicans went into a brief silence, as though still seeking the answer to a puzzle. Then one of them said in a tone of final judgment, "No flash, no flash. There's no flash to him."

This remark was made with obvious satisfaction, as if to indicate that the Republicans of Batavia had been waiting all their lives for a candidate with no flash. If so, they had found their man in Mr. Dulles. He had been at the top of his campaign form in his speech that evening, saying what he has chosen to say again and again and again throughout the state until election day on Nov. 8, and saying it in a manner all his own. When he got up to speak he put his hands in the trouser pockets of his blue suit and kept them there most of the time. He stood in a sort of inverted slouch, his body curving slightly rearward from the microphone and from his audience. He spoke as if he were dictating an important and intimate letter, almost in a monotone, and at intervals his lips moved without sound, presumably in rehearsal of what was coming next. He told no jokes. He neglected to mention the glories of the Republican party and said very little about the Democrats. One short gust of applause, one twitter of laughter interrupted him. Otherwise he proceeded without pause or interim appreciation of any kind. His audience—some 350 men and women, mostly Republicans—heard him out with the complete attention they would give a distinguished lecturer. They were clearly impressed. But by whom—Senator Dulles, campaigning for election to the seat he has held by appointment since July 7, or John Foster Dulles, international lawyer and statesman, foe of Vishinsky, companion of Marshall and Acheson, a famous man come to Batavia?

Mr. Dulles doesn't know the answer, but he is making a pretty shrewd guess as he warms up to the first campaigning he has ever done. He never fails to say, "I am the man who Mr. Vishinsky said ought to be thrown into chains." He also has a way of saying casually, "As I was flying to Moscow with Secretary Marshall a few years ago..." and he often relates in detail the chronicle of his attendance at foreign ministers' conferences, his contribution to bipartisan foreign policy, his work at U.N., his recent collaboration in the Senate with Arthur Vandenberg. All this reminds his audiences that John Foster Dulles has been in and of great events. Yet there is no vanity when he says with simple conviction, "I want to make my life count for something for peace in the world."

The recital of his international achievements is fundamental to his campaign, which rests on his effort to translate world affairs into the realities of state politics. He is trying to sell himself as an internationalist; he is trying to win votes with internationalism.

Not that he skips the domestic scene—his whole purpose is to demonstrate that the central issues of the world scene and the domestic scene are identical. Reduced to its essentials, his arguments run:

The great issue is "the all-powerful state." The Soviet Union and world Communism promote "the all-powerful state" everywhere. American Communists promote it in the U.S. So does President Truman with his welfare policies (socialized medicine, federalized education, bloated farm supports, excessive taxation, etc.). The Communists naturally encourage Mr. Truman and his followers. Particularly in New York they seek to make themselves "the balance of power" which will insure the election to the Senate of an advocate of "the all-powerful state"—in this instance former Governor Herbert H. Lehman, who is opposing Mr. Dulles. The menace of "the all-powerful state" is the same at home as it is abroad, and in the person of Mr. Lehman it must be opposed at home for the same reason that the U.S. has opposed it abroad.

This argument is especially applicable in New York, where the Communists are doing precisely what Mr. Dulles says they are doing. They have

captured the American Labor party, and the A.L.P. is supporting Herbert Lehman. Principally based in New York City, it delivered some 500,000 votes for Henry Wallace last year, and in 1946 it gave Lehman 362,489 votes in New York City plus 73,357 upstate. Vigorously abetted by Governor Dewey, Mr. Dulles is trying to rouse upstate Republicans and Democrats against the Communist concentration in downstate New York City. If he succeeds, he may nose out Lehman as Republican Senator Irving M. Ives did (by 251,253 votes out of 4,867,477) in 1946. Many New York political writers give him small chance of succeeding, but he is trying hard. Since he accepted the Republican nomination on Sept. 15 he has traveled some 2,000 miles by chartered bus and made 118 speeches in 36 counties.

Among other things Dulles is attempting to destroy the comfortable tradition that candidates are not responsible for the support they attract—especially Communist support. Dulles is saying over and over that Herbert Lehman is responsible for his Communist support; that he wouldn't have it if he did not have a record and advocate measures which make him attractive to the Communists. Early in the campaign Dulles took pains to say, "I do not imply and never shall imply that my opponent is a Communist or sympathetic in his own mind to Communists." Now he usually omits this qualification. Inasmuch as Dulles tends to identify the A.L.P. with the Communist party itself, the net impression conveyed is that Lehman is a nominee of the Communist party. This is technically incorrect, but it raises a question of candidatorial responsibility which nobody else has defined so clearly.

Dulles is not at his best on domestic issues. Unaccustomed to spontaneous speech, he seldom spells out his central message as well as he did in his carefully drafted acceptance address: "I would not want to live for a minute," he said then, "in a society where every man's well-being was wholly left to chance and unorganized effort. Modern so-



DULLES IN ACTION is an undramatic 61-year-old man who relies almost entirely on his logic to sell himself to New York voters.



SUPPORT FOR LEHMAN is strong in New York City. Here the beaming candidate and wife are flanked by Mayor O'Dwyer (*left*) and Mrs. Roosevelt.

ciety is too complicated for that. . . . But if a free society is to keep its freedom, its people must be vigilantly on guard, as they meet their social needs, not to give such power to government that they give up power over government."

The effect is not so impressive when he reduces socialized medicine to a matter of "the sacred relation between doctor and patient," or suggests that rich New York has no interest in subsidizing the schools of poorer states through federal aid to education. His references to farm price supports are so blurred as to intimate that he hardly knows the difference between one program and another. His sincere warnings against the Communists of New York City sometimes lead him onto dangerous ground, as when he extemporized to upstaters, "If you could see the kind of people in New York City making up this block that is voting for my opponent, if you could see them with your own eyes, I know that you would be out, every last man and woman of you, on election day." His opposition took this reference to Communist political workers to mean, "If you could see those Jews and Negroes and foreigners . . ." and has been belaboring him with it ever since.

Nevertheless Dulles at his extemporaneous best can be quite impressive. Usually these moments come when in homely, rambling sentences he relates the world conflict to the domestic political conflict. Such a moment came the other afternoon at Warsaw, N.Y., where perhaps 200 people had assembled on the green, sunny lawn of the United Church to welcome him when he stepped from his bus. What he said then, and his way of saying it, will get him elected if anything does. He took his slouchy stance, hands in pockets, before a portable amplifier on the side steps of the church. He began, of

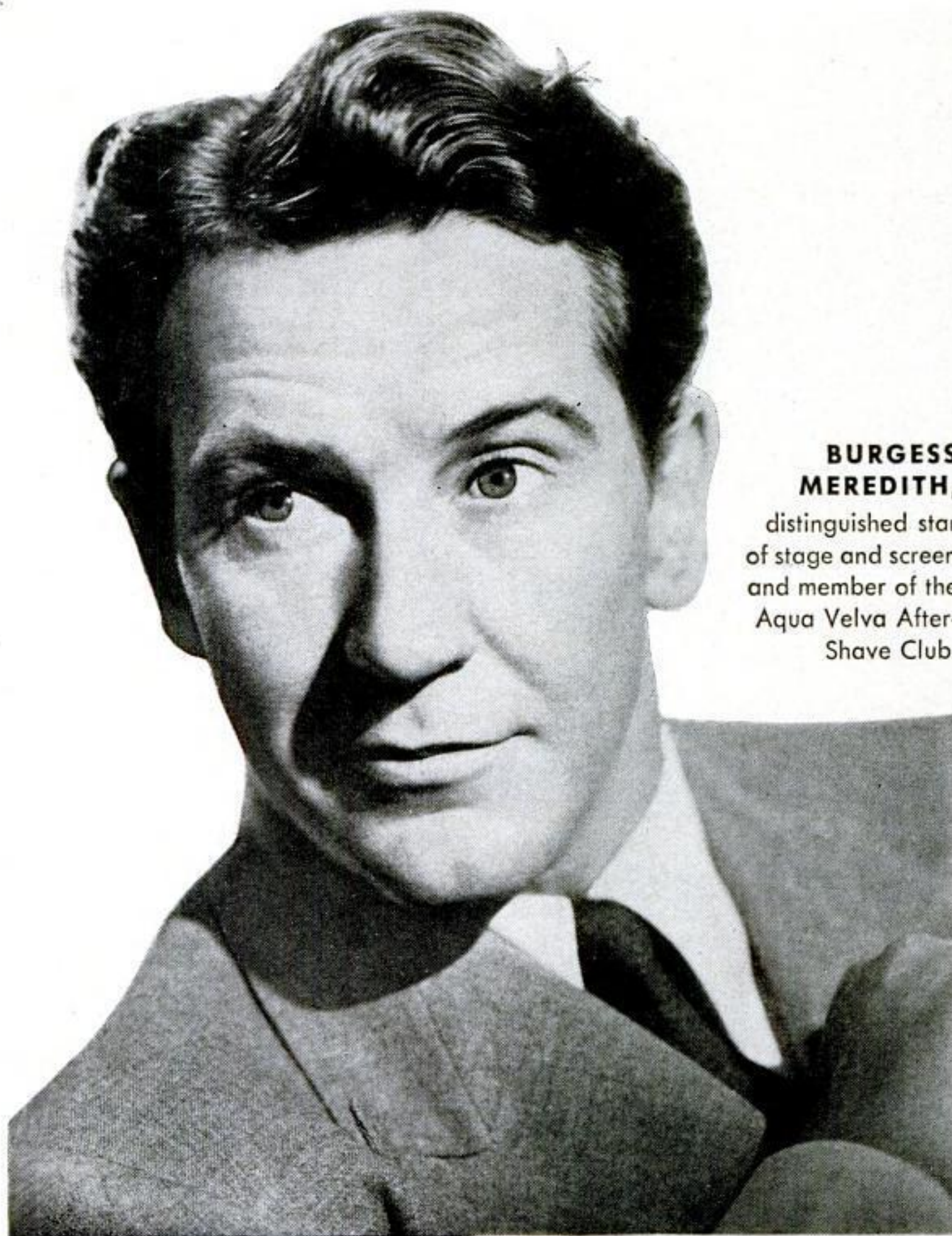
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SUPPORT FOR DULLES comes from Governor Thomas Dewey (*above*), who has been campaigning steadily upstate for the man he appointed senator.

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General Offices: Valdosta, Georgia



CANDIDATE DULLES relishes some strategy in Amsterdam, N.Y., where he sets up a sign to remind the audience that Lehman has refused to debate him.

Statesman on the Stump CONTINUED

course, with a reference to another Warsaw ("I flew over it on the way to Moscow with Secretary Marshall a few years ago . . ."). He went on to say that Warsaw, N.Y. was in the same ultimate danger of "the all-powerful state."

"I would normally be myself working on international affairs," he said. "I am not doing it because of what I have seen throughout the world, in Moscow, China, at the foreign ministers' meetings. I think the Communist party is trying to make itself the balance of power and throwing itself behind the people who are going down the line toward the all-powerful state, and it seems to me more important to go round New York telling people of that danger than to be battling internationally with Mr. Vishinsky. I think the place to win out for freedom is here at home and not to let freedom here at home slip away. Because I see that danger, because I think it ought to be told, I have given up my international work to go up here in this state and tell the story to people like you who are here. I hope you won't let these issues go by default—don't let this election go by default. Go and vote so your vote will cancel out some of these un-American votes that are going to be cast for my opponent on election day. Thank you."

At the end it was announced that Warsaw's distinguished guest would be glad to meet any of his hearers who cared to remain for a moment. A lot of them did. Sundry officials who have known John Foster Dulles as "a rather cold fish" at world conferences would have been astounded to see him on the church lawn, shaking hands, smiling warmly, drifting slowly with the crowd toward his bus.

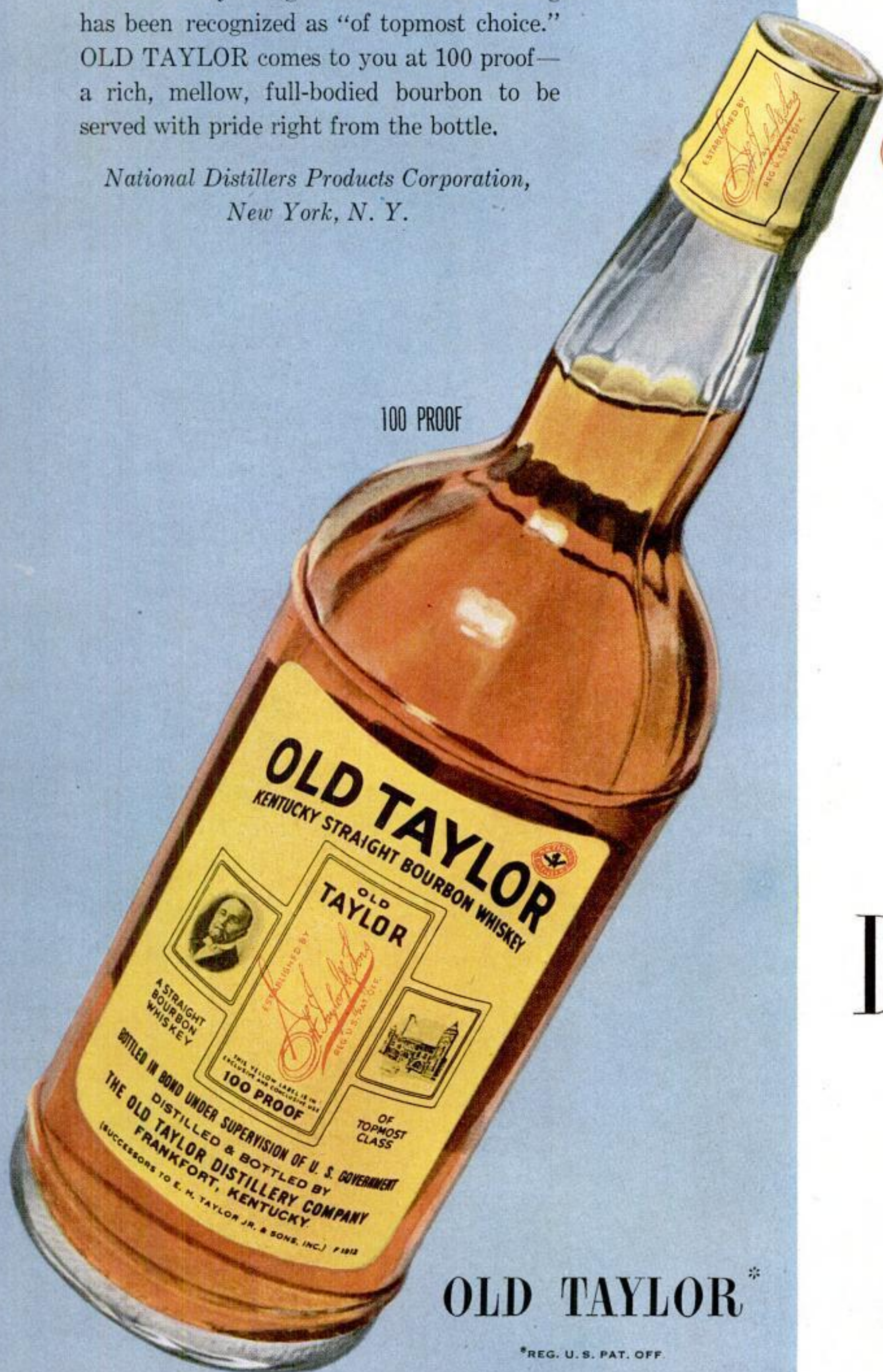


THE ROOSEVELT LEGACY is worth many votes to Lehman. Here he sits with a Democratic organizer and Young Fala, grandson of F.D.R.'s famous dog.

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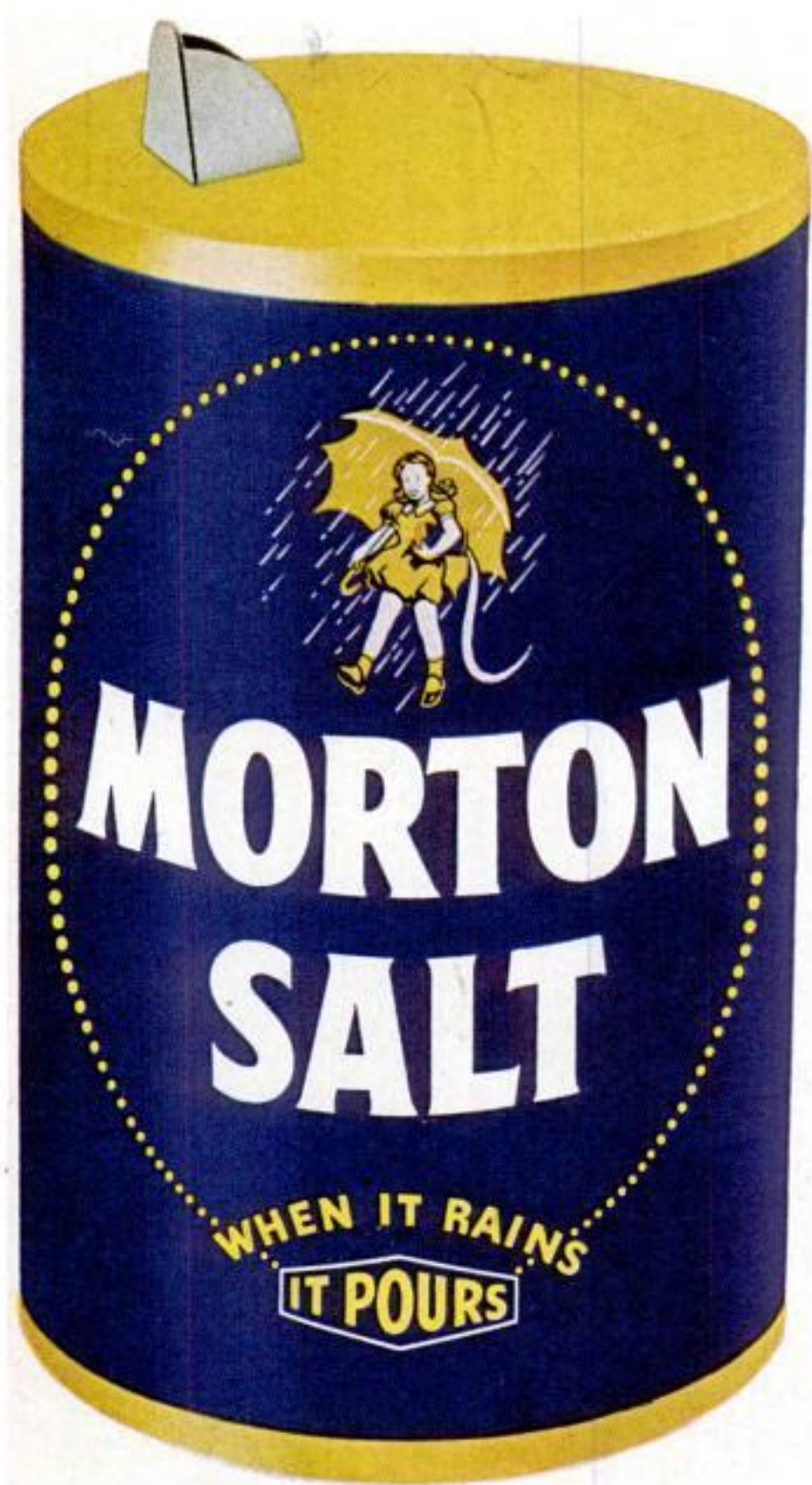




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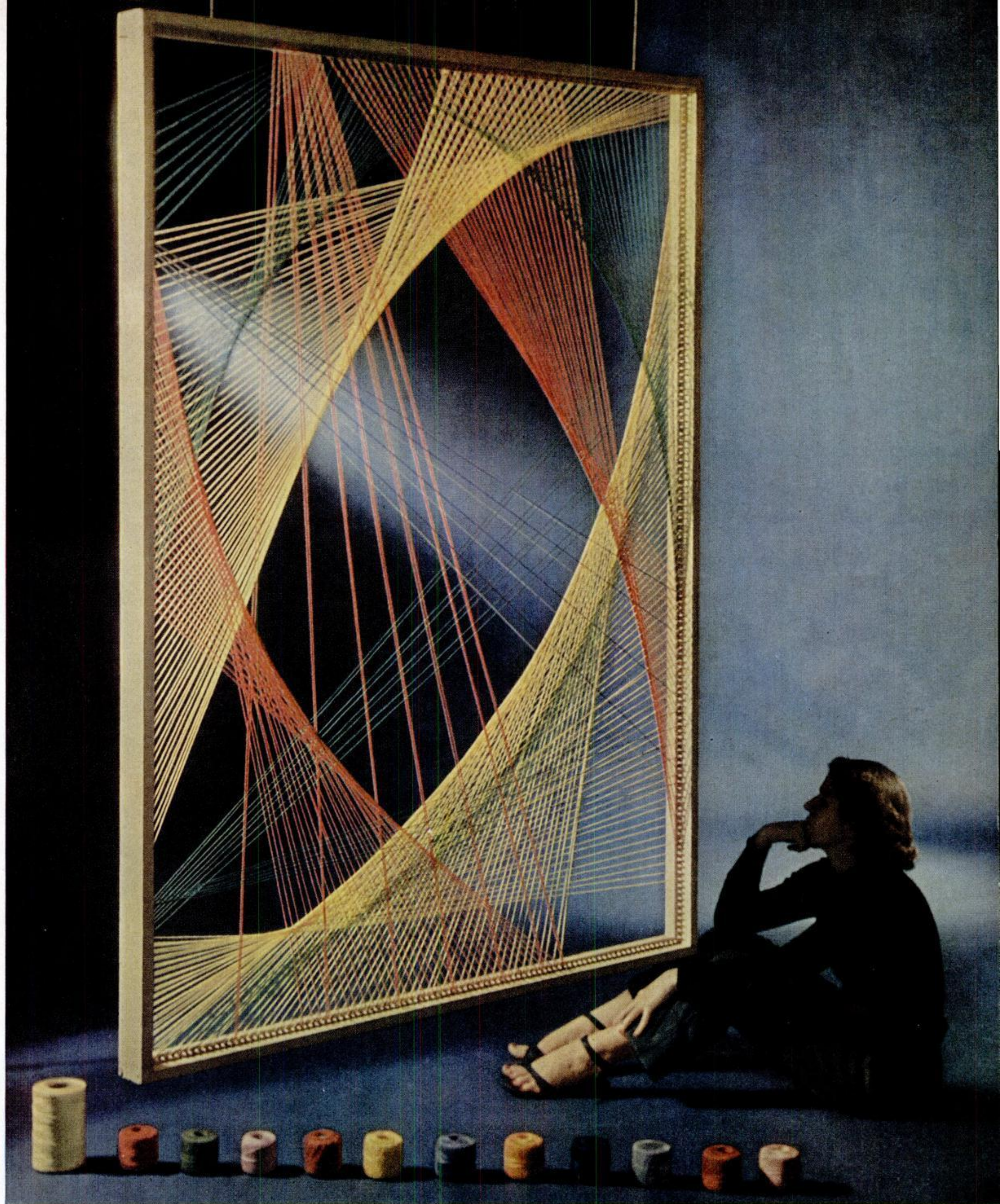


Plain or iodized



When it rains
it pours!





STRING PATTERNS

Artist works with colorful twine

The gigantic cat's cradle shown above is the work of a New York artist named Sue Fuller who does something with string apparently no one else has thought of doing before. She stretches it across wooden frames to create colorful patterns which she calls "string compositions" and exhibits in art galleries. Miss Fuller, a painter and etcher, works

hard over her compositions and often dismantles a nearly finished job and starts all over. Once finished, the compositions can be hung on the wall as pictures or stood on the floor for partitions. Miss Fuller herself likes to hang them in her studio under the skylight and watch the play of sunlight on the colored strings. "It's fascinating," she says.

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FROM A MAGNOLIA LOG AT THEIR MILL, ALABAMANS JULIAN, EARL AND FLOYD McGOWIN SURVEY A DOMAIN THEY HAVE PUT ON A PERMANENT-YIELD BASIS

THE NEW SOUTH

ITS FARMS, FACTORIES AND FOLKWAYS SHOW EXCITING CHANGES

PHOTOGRAPHED FOR LIFE BY MARGARET BOURKE-WHITE

The three solid citizens of Alabama who stand proudly outside their lumber mill in the picture above think of themselves as conservative businessmen, but they are actually revolutionaries. When their family bought the W. T. Smith Lumber Co. at Chapman, Ala. it seemed to share the depressing future that awaited most enterprises and affairs of the Old South. Its timber was fast being logged off, its life expectancy was only eight or nine years and, in selling to the McGowin clan, old W. T. Smith told his lawyer with relief, "Well, I've unloaded that lemon at Chapman." But in the time of Julian, Earl and Floyd McGowin the lemon has sprouted into a vast 200,000-acre tree farm, doing a \$7.5 million annual business in Southern pine and hardwoods. By practicing sustained-yield logging and encouraging farmers to grow trees for profit on worn-out cotton land, the Oxford-educated brothers have brought prosperity to their neighbors as well as themselves. Their mills are up to date in every respect, including unionization; last week the McGowins were negotiating with the C.I.O. International Woodworkers of America, which had called a strike in a dispute over a new contract—in itself an unthinkable act only a few years ago.

The McGowins are three among many revolutionists who are remaking the land of cotton into the New South, in the most dramatic regional transformation since the opening of the West (or since the War Between the States). The revolution began when industries started marching into Dixie in search of markets, materials and manpower. It gained momentum when new forage crops like kudzu (*p. 82*) were put to work restoring the South's eroded soil and balancing its single-crop economy. It was speeded in some areas, impeded in others but halted in none by the war. It is bringing some drastic social changes, like every revolution, but unlike many its effects are not only visible but spectacular. To Northerners brought up on the acrid novels of William Faulkner and Erskine Caldwell, this New South is full of overwhelming sights. To report on it, LIFE sent Margaret Bourke-White, who had photographed the sharecroppers' dismal world 12 years ago, to the coastal plain and Piedmont areas of the South. She was overwhelmed too. On these 12 pages LIFE presents her surprising pictures of a land that is no longer living in its magnolia-scented past. Jeeter Lester still lives there, but the bulldozers are tearing up Tobacco Road.



CONTOUR PLOWING, TERRACING AND SOIL RESTORATION HAVE REVIVED THIS ONCE EXHAUSTED COTTON LAND IN SPARTANBURG COUNTY, S. C. FOR PEACH

MAN MAKES NEW DESIGNS ON THE CHANGING LAND

The story of South Carolina's Spartanburg County is a classic example of how man, having recklessly turned a friendly environment against him, can still make his peace with nature. In the early 1920s the county was wasting away; cotton had robbed the soil and the boll weevil was stealing what was left of the cotton. Then an enterprising county extension agent took some farmers on a tour of Georgia peach orchards, and half a dozen



ORCHARDS (ABOVE ROAD), YOUNG TREES AND ROW CROPS (BELOW ROAD)

of them were sufficiently impressed to set out five acres of such trees apiece. They learned how terracing and contour plowing (*above*) could save their topsoil, and how crop diversification could pep it up like a transfusion.

In 1923, when the state of Georgia shipped 9,000 carloads of peaches, South Carolina shipped a measly 16. Last year the Spartanburg area alone shipped more (by 400 carloads) than the entire Peach State, and in 10

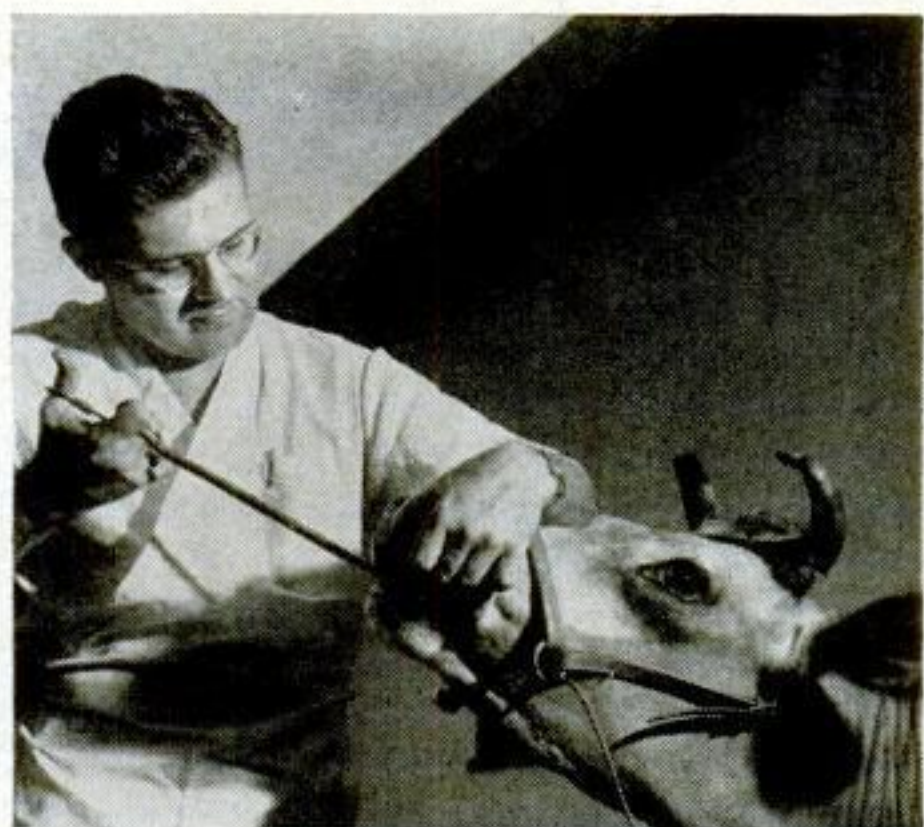


ATLANTA'S NEW 1,000-UNIT OGLETHORPE APARTMENTS RENT FOR \$67.50 UP

years the county's total annual farm income had shot from \$5.3 million to \$14.6 million. Neighboring Georgia, meanwhile, has branched out on its own into other profitable new pursuits. In its bustling capital of Atlanta, so well remembered by Yankees for the scenes of Technicolor tragedy in *Gone With the Wind*, the terraces and contours of big new housing projects (*above*) and new industrial plants are changing the city's face.



ON DAVE WAINER'S MODEL FARM AT VALDOSTA, GA. A HEALTHY HERD OF HEREFORDS GRAZES ON COASTAL BERMUDA GRASS, ONCE DESTROYED AS A PEST.



A GEORGIA COW GETS TREATMENT FOR PARASITES

KING COTTON HAS BEEN DETHRONED

In the Old South, except the tobacco principalities, cotton was king. But it was hardly a benevolent despot. Year after year its subjects—the planters and tenant farmers and Negroes in the fields—saw its yield inexorably decline, for nobody put back in the soil what the cotton took out. Fortunately there were rebels plotting how to make a good citizen out of King Cotton. One was Dave S. Wainer, who bought a worn-out farm near Valdosta, Ga. By planting much of it in coastal Bermuda grass (*above*), which most farmers had been rooting out as a

pest, he scandalized his neighbors but provided fine forage for his cattle. Feed was not the only problem that had kept the South from becoming a cattle country. The land was there, but so were tropical and other diseases that killed cattle. Research had shown, however, that the diseases could be controlled. Today many farmers are following Wainer's example, and with good reason: a cow requires only two acres of land in Valdosta to 15 acres in Texas.

Another innovator was Channing Cope, the Atlanta *Constitution's* "front-porch farmer":

ON CHANNING COPE'S LUSH PASTURES NEAR COVINGTON, GA. DAIRY CATTLE AND WHITE-FACED BEEF CALVES STAND FLANK-DEEP IN KUDZU VINES. GOOD





SOON, ON 500 RECLAIMED ACRES PLANTED WITH BERMUDA AND OTHER SOIL-BUILDING GRASSES, WAINER WILL HAVE 250 HEAD OF BEEF CATTLE GRAZING

BY NEWER CROPS

(p. 84). The soil of the cotton farm he bought on the Yellow River was blood red from washouts and exposure. Cope planted kudzu, an Oriental vine that had been celebrated in a poem by Confucius but largely ignored in the South. Kudzu had everything: livestock loved it, the soil snatched nitrogen from its roots, it stopped erosion and seeded itself. Today on many farms like Cope's (below) cotton is no longer king—which is just as well since it is still a drug on the market. And on the farms where it is king, good soil management is sending the yield back up again.



COTTON PICKER DOES WORK OF 25 FIELD HANDS ON BIG FARMS LIKE THIS ONE AT GREENVILLE, MISS.

FOOD FOR LIVESTOCK AND FOR THE SOIL AS WELL, THE FAST-GROWING ORIENTAL PLANT IS BRINGING NEW VIGOR TO SCORES OF GUTTED COTTON FARMS





CLARA, JIM AND MALCOLM McLEAN ARE BIG WHEELS IN TRUCKING LINE

MEN, MONEY AND IDEAS ARE REMAKING A REGION

When Malcolm McLean finished high school at Winston-Salem in 1935 there wasn't enough money in the family to send him to college. But there was enough for Malcolm to buy a used truck. He drove it himself, drummed up hauling business, and by 1939 had 11 units rolling on Southern highways. Today Malcolm McLean, 35, flanked by his sister Clara and brother Jim in the picture above, has 1,000 diesel trucks and trailers plying between his terminals in 33 eastern seaboard cities and is the biggest man in Southern trucking. Not all the young businessmen in Dixie can match McLean's spectacular success, but thousands of them have learned that there is plenty of business for the man who is willing to go out and fight for it. At the same time big industry has learned that Southern labor, properly trained, can become as productive as labor anywhere. The combination of labor, good climate and closeness of raw materials has dotted the South with the low, clean-cut profiles of modern industrial plants. Some of them represent an investment of imagination as well as money; the grounds of Deering Milliken & Co.'s plant on the opposite page, for example, have been planted with lespedeza, one of the important new grasses, and one of these years prize beef cattle will graze in the front yard.

The lessons are not always easily learned. When Tom Martin set out to raise \$2.5 million to found the Southern Research Institute in Birmingham, he had to twist a good many arms. Many of his friends were unwilling to bet money on the long-range chance of developing diversified industry. Although Martin has still not raised his total goal, the institute is now at work on industrial research that may eventually make Martin's project the most significant new enterprise in the South.

NEW SOUTH CONTINUED



POWER MAGNATE Tom Martin, Alabama Power Co. president, helped found Southern Research Institute in Birmingham. Its metals, paper and other projects will help balance economy of the South.



MERCHANT Richard H. Rich is new head of Rich's department store in Atlanta. Since 1938 its dollar volume has grown from \$9 million to nearly \$50 million, annual transactions from 3.5 to 12 million.



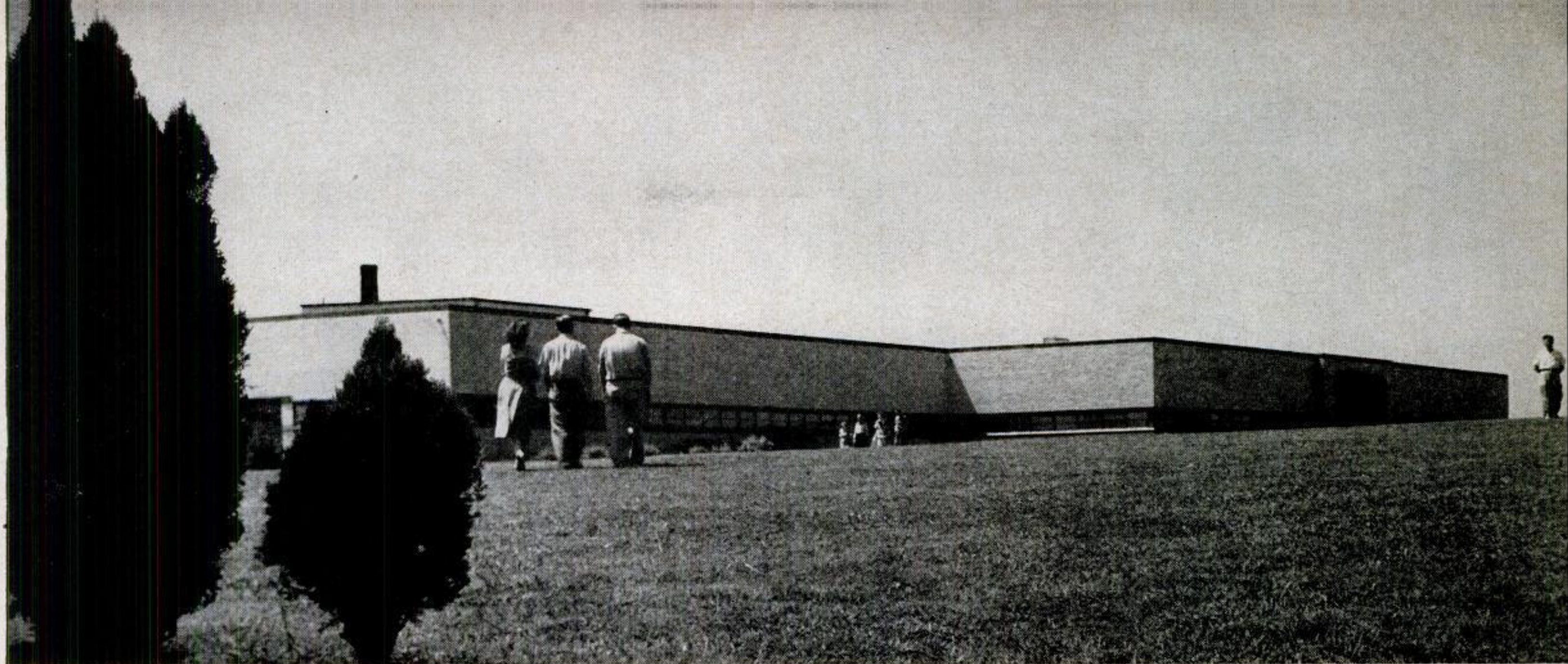
FARM BROADCAST at 6 a.m. finds Atlanta columnist Channing Cope, the kudzu prophet, at the microphone in his farm home with his young, barefoot wife Ruth and their Negro servants Susie (also shoeless) and Will. Ruth and Susie give set recipes and household hints for farm wives, Will gives the weather forecast (preceded by a rooster crow), while Cope reads the news and preaches the gospel of better farming.



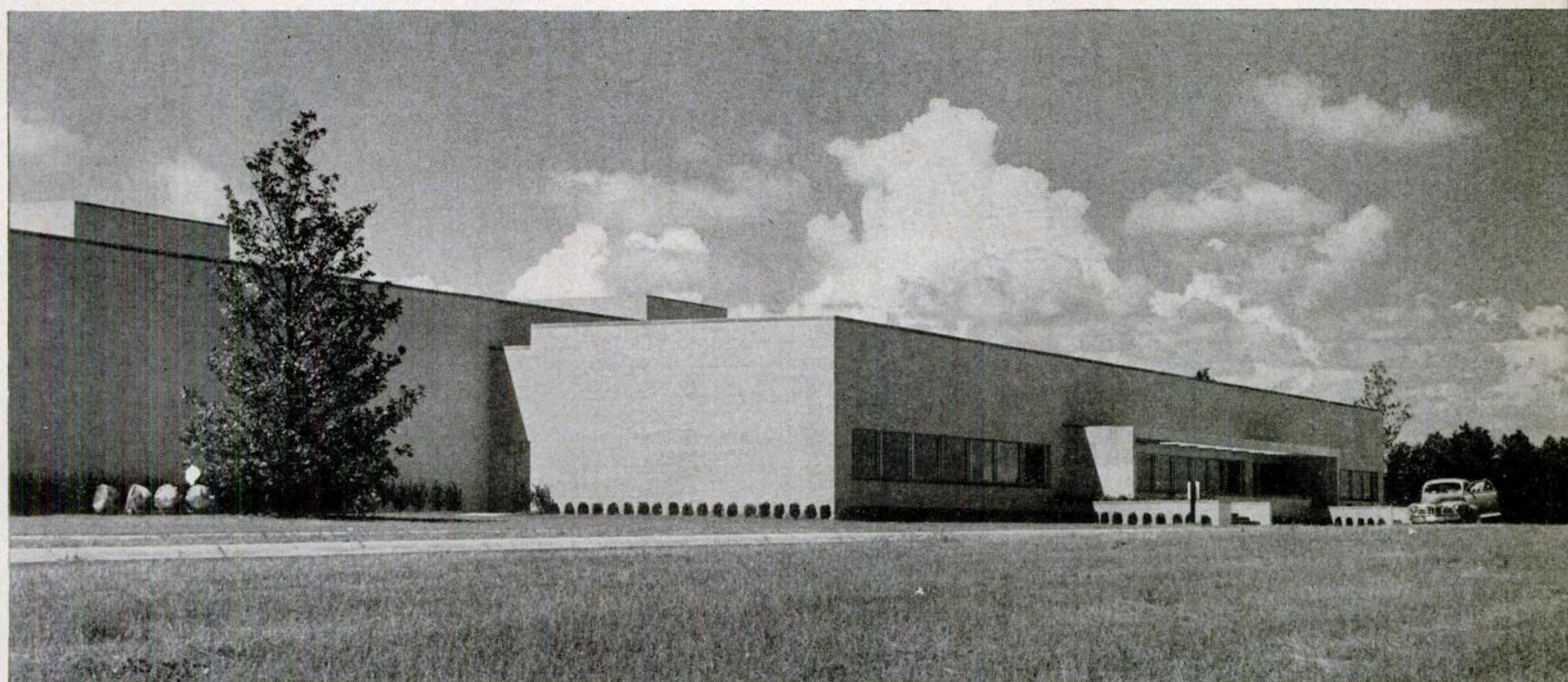
TEXTILE-MAKER Eugene Stone III of Greenville, S.C. started with five workers in 1935, now has five busy plants which turn out low-profit cotton sunsuits and slips, and at the age of 41 is a millionaire.



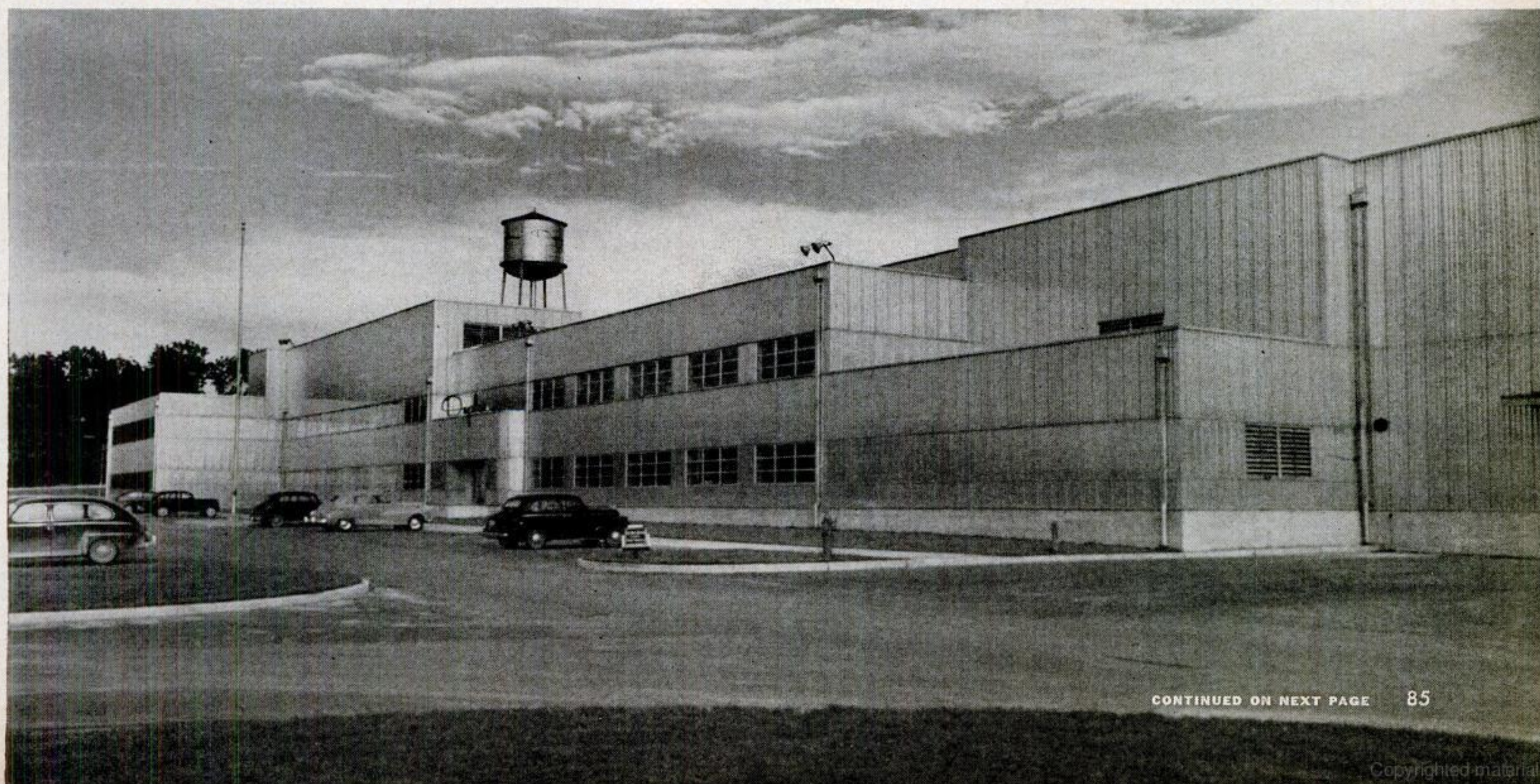
POULTRYMAN Jesse Jewell got dealers to supply poor Gainesville, Ga. farmers with feed and baby chicks on credit. Now, 10 years later, he does a \$10 million gross and even sells the hens' tailfeathers.



LUMITE PLANT OF CHICOPEE MFG. CORP. AT CORNELIA, GA. MAKES LUSTROUS PLASTIC THREAD FOR AUTOMOBILE SEAT COVERS FROM CRUDE OIL AND SALT



RAYON PLANT OF DEERING MILLIKEN & CO. AT PENDLETON, S.C. AND DUPLAN NYLON PLANT (BELOW) AT FORSYTH, N.C. ARE BOTH AIR-CONDITIONED THROUGHOUT





NEGRO YOUTHS OF JACKSON, MISS. FROLIC IN THEIR NEW \$150,000 SWIMMING POOL, ONE OF THREE RECENTLY ADDED TO CITY'S RECREATION SYSTEM.

STILL SEGREGATED, NEGRO LIFE IS GETTING BETTER

In the 84 years since the Emancipation Proclamation the Southern Negro has been climbing, inch by painful inch, from the status of a subhuman chattel toward full status as a human being. Even though the South is still the land of Jim Crow, his rate of climb is speeding up. Insofar as the "Negro problem" is an economic problem, he is bound to gain, along with the whites, from the farm and industrial revolutions. But since it is also an



HIGH SCHOOL CLASSES at new George Washington Carver High near Montgomery, Ala. meet in large, airy classrooms. Built for 600 pupils, the school has

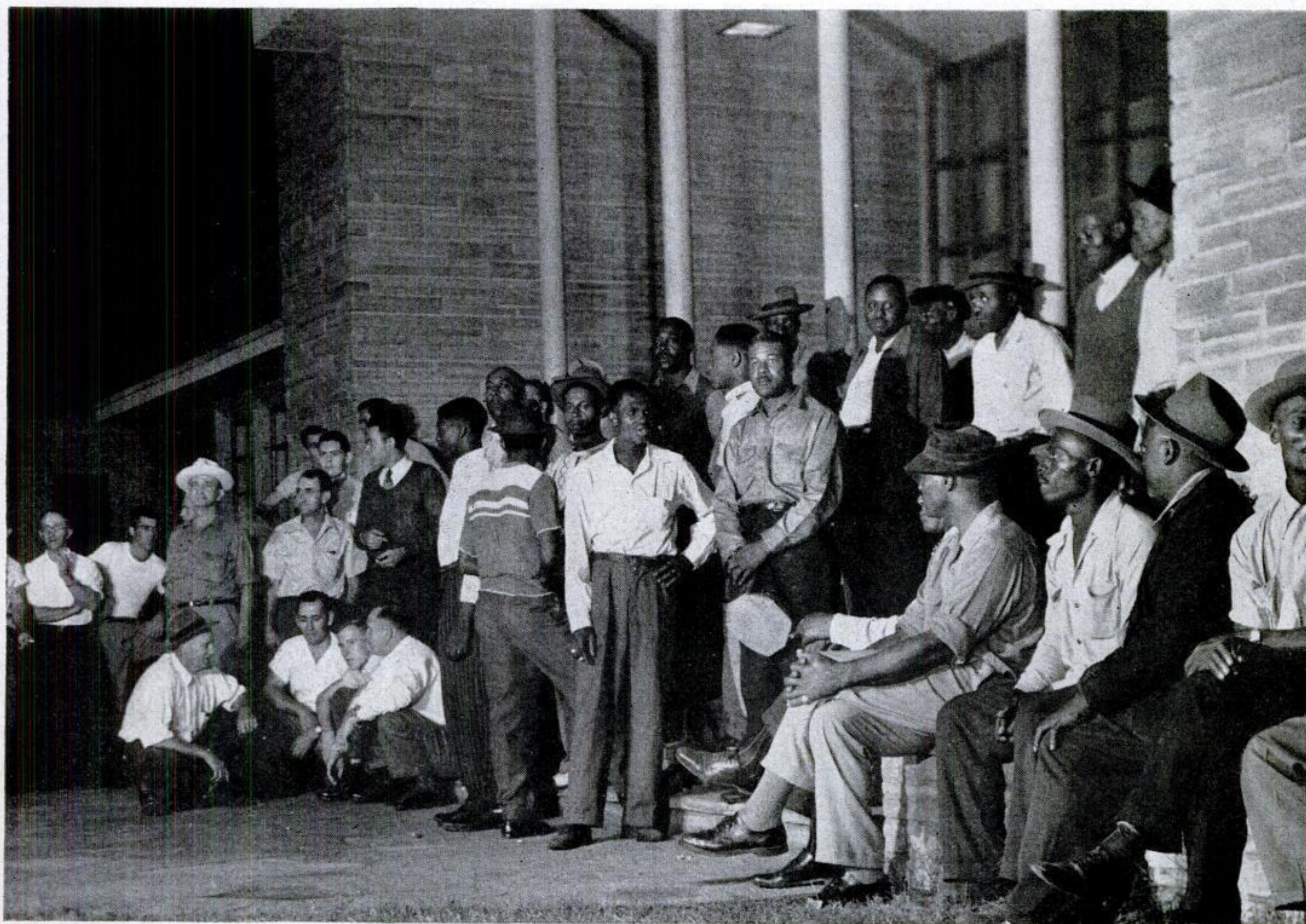
more than 800. It is short on books and as yet has no locker rooms, auditorium or gym—but is immeasurably better than anything Negro students had before.



FACILITIES AT THIS POOL ARE AS FINE AS THOSE AT THE TWO WHITE POOLS, BUT THE NEGRO POOL, SERVING 45% OF POPULATION, IS MORE CROWDED

emotional problem, his gains are bound to bring friction. (Last year, however, more than 700,000 Negroes voted in the South, and the franchise is becoming less and less a point of friction.) Some of his advances represent the awakening conscience of the South; others have been won because Negroes have fought them through in the courts. The swimming pool, school and union hall on these pages are all symbols of the doctrine of "separate

but equal" facilities for the Negro. In the union hall (*below*), for instance, there are separate but equal restroom facilities. Last week the government, still pushing its civil rights program, asked the Supreme Court to outlaw the doctrine and proclaim that "equal rights" shall mean the same rights. If the court does, Jim Crow will be legally dead—but the spirit of segregation will not be so easily destroyed in the states' rights stronghold of the South.



STEELWORKERS' UNION at Ensley, Ala. meets in this \$80,000 hall where new Negro members are sworn in alongside whites, have equal voting rights and

representation on executive committee. At meetings they sit across a wide aisle from whites, and even in congregating in front of new hall, the races keep apart.

NEW INDUSTRIES ARE BRINGING A NEW SELF-RELIANCE



STEEL PIPE for natural gas lines, automatically formed and welded, rolls out of Republic Steel's new plant at Gadsden, Ala. at the rate of 75 miles a month.



TRUCK AND TRAILER FLEET of Malcolm McLean (p. 84), based at Winston-Salem, grew from one to 1,000 units in 14 years, hauls freight up to Boston.



CHAIR LEGS are carved 24 at a time at Tomlinson plant, High Point, N.C., center of U.S. wooden household furniture industry. Carver makes \$1.25 an hour.



KRAFT PAPER waiting to be made into paper sacks is stacked in huge rolls at the Savannah, Ga. plant of Union Bag & Paper Corp., largest integrated Kraft

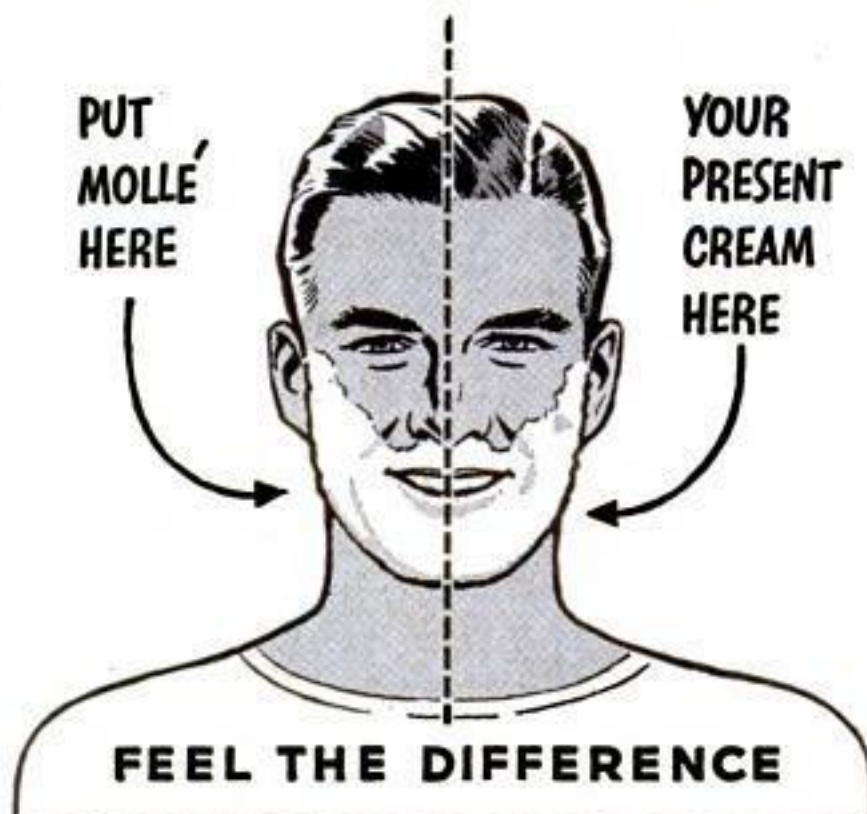
container plant in the world. Using Southern pine, Union turns out 1,100 tons of Kraft (German for "strength") paper and board a day, nine billion bags a year.

25¢ will get you 50¢

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Double your money back on
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4. Go over your face JUST ONCE with your razor... and feel the difference.



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NEW SOUTH CONTINUED

FOR THE QUICK AND DEAD, THINGS ARE PICKING UP

The New South had an early prophet in the late Henry W. Grady, the Atlanta *Constitution's* high-powered editor and high-pitched orator. Sixty-odd years ago Grady told a pointed and pathetic little tale about a funeral he had attended in Pickens County, Ga. The deceased, he recalled, was "a poor one-gallus fellow whose breeches struck him



HENRY W. GRADY, 1886

under the armpits and hit him at the other end about the knee. They buried him in the heart of a Southern pine forest, and yet the pine coffin was imported all the way from Cincinnati. They buried him within touch of an iron mine, and yet the nails in his coffin and the iron in the shovel that dug his grave were imported from Pittsburgh. They buried him in a New York coat and a Boston pair of shoes and a Chicago pair of breeches and a Cincinnati shirt. . . . The South didn't furnish a thing on earth for that funeral but the corpse and the hole in the ground!" The

eloquent Editor Grady lived long enough to get a more fitting funeral, but he died long before the New South was born.

It was still gestating in the depressed mid-1930s, when Margaret Bourke-White first went picture-taking below the Mason-Dixon line. At that time the mighty TVA system was already abuilding, and a lot of Southern oratory had gone over the dam about big changes that were stirring. But what impressed a northern visitor about the South and hit a camera in the lens was a picture of a tired and eroded land that was guilty of nonsupport of its tired and worn-out people. When she went back with LIFE Reporter Ron Reynolds to take the pictures in this essay Miss Bourke-White (like other recent visitors) was bowled over by "a feeling of a green land and healthy people, a place of hope as well as pride." It was not all green, and the people were not all healthy, for the erosion of soils and of souls cannot be repaired overnight. But there was a new spirit in the land, strong enough to show in pictures. In one community after another, the old philosophy of every man for himself had given way to a more enlightened self-interest. Led by men like Wainer and Jewell and Cope and Martin, the people of the South were learning to pool their knowledge and resources to solve the problems that few rugged individuals could lick by themselves.



EROSION AT WORK, 1936

To Frank H. Neely, board chairman of the Federal Reserve Bank's Atlanta District, the New South has disproved the old notion that nobody can win a war. "The key to the recent social and economic development of the South," Neely says, "is increased buying power. In World War II we made huge gains in technology, and hence in buying power. War industries such as the Bell bomber plant in Atlanta put many people in touch with skills and processes that they had never known before. As a result we see the unskilled laborers becoming artisans, the artisans moving up to the technician level, and the technicians moving up to become engineers and designers."



A DRIVE-IN BANK, 1949

Producing power is also going up, and per-capita income in the South has increased faster than the national average in the past 10 years. It is still much too low for the peace of mind of the National Planning Association's energetic Committee of the South. Still mainly agricultural for all its drive-in banks and synthetic plants, the Southern states need a lot more industry if they are to get into balance. The N.P.A. planners say the South will need \$4 to \$5 billion in new capital outlay, in a normal year of full employment, if it is to catch up with the rest of the U.S. But it is catching up now in some noteworthy other ways. Just last week *Variety* reported that, for the first time and to the amazement of the movie industry, films on the race problem, like *Home of the Brave*, were going great guns in the New South.



"BIRTHDAY PARTY FOR DAD," by Douglass Crockwell. Number 35 in the series "Home Life in America."

Beer belongs...enjoy it

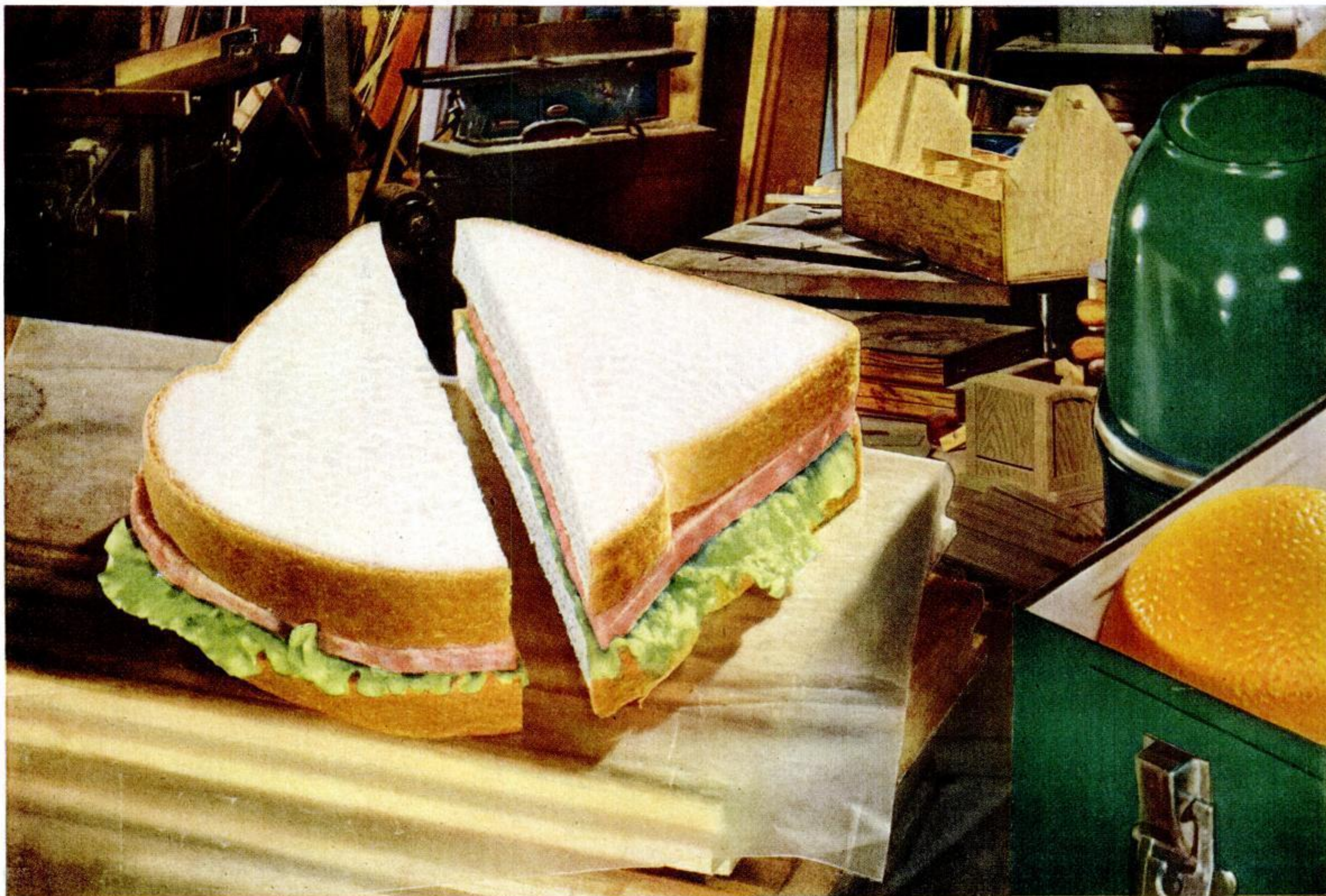
In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

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YOU NEED SOMETHING THAT A BAKER MAKES to make each meal complete

THE BREAD that helps balance your diet helps *balance your budget*, too!

Penny for penny, it gives you more of the things your body needs—more generously—than any other food you eat at every meal.

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Eat it for *economy*. Eat it for *enjoyment*—the enjoyment that you get from *all* the good things that a baker bakes for you.

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Baked!*
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...who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.



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You are eating a delicious combination of these good foods when you eat bakery foods. That's why you need something that a baker makes to make each meal completely *satisfying*; completely *nourishing*!



AN UNPOPULAR SCHOOLMASTER (MAURICE EVANS) IS SO ELATED WHEN A STUDENT (PETER SCOTT-SMITH) GIVES HIM A BOOK THAT HE HAS A HEART ATTACK

"THE BROWNING VERSION"

New drama has Broadway's most hissable heroine

To the theater's gallery of low-down females, from Medea to King Lear's elder daughters, the brand-new Broadway season has added one of the nastiest ever to plague a male. Her name is Millie, and in Terence Rattigan's new play, *The Browning Version*, she is the two-timing wife of a poor English schoolmaster who is losing his job because of heart disease. When Millie, at the height of her petty meanness, destroys one of her husband's few happy moments, some audiences get so mad that they break out into hisses.

Since *The Browning Version* is a short play, the same team that acts the schoolmaster and his wife, Maurice Evans and Edna Best, fills out the evening's program with another Rattigan play, *Harlequinade* (following page). Together these two plays were judged top products of London's last season, but they strike most American audiences as just fair-to-middling theater. To professional playgoers this is another current example of the perennial differences in national taste. Right now many English critics, having seen the London productions of *A Streetcar Named Desire* and *Death of a Salesman*, think that these prize-winning American plays are not so wonderful either.



A CRUEL WIFE (Edna Best) jeeringly tells her husband that the gift, Browning's translated version of a Greek play, was presented by the student only to curry favor with his teacher. This, on top of his other troubles, leaves the schoolmaster devastated.



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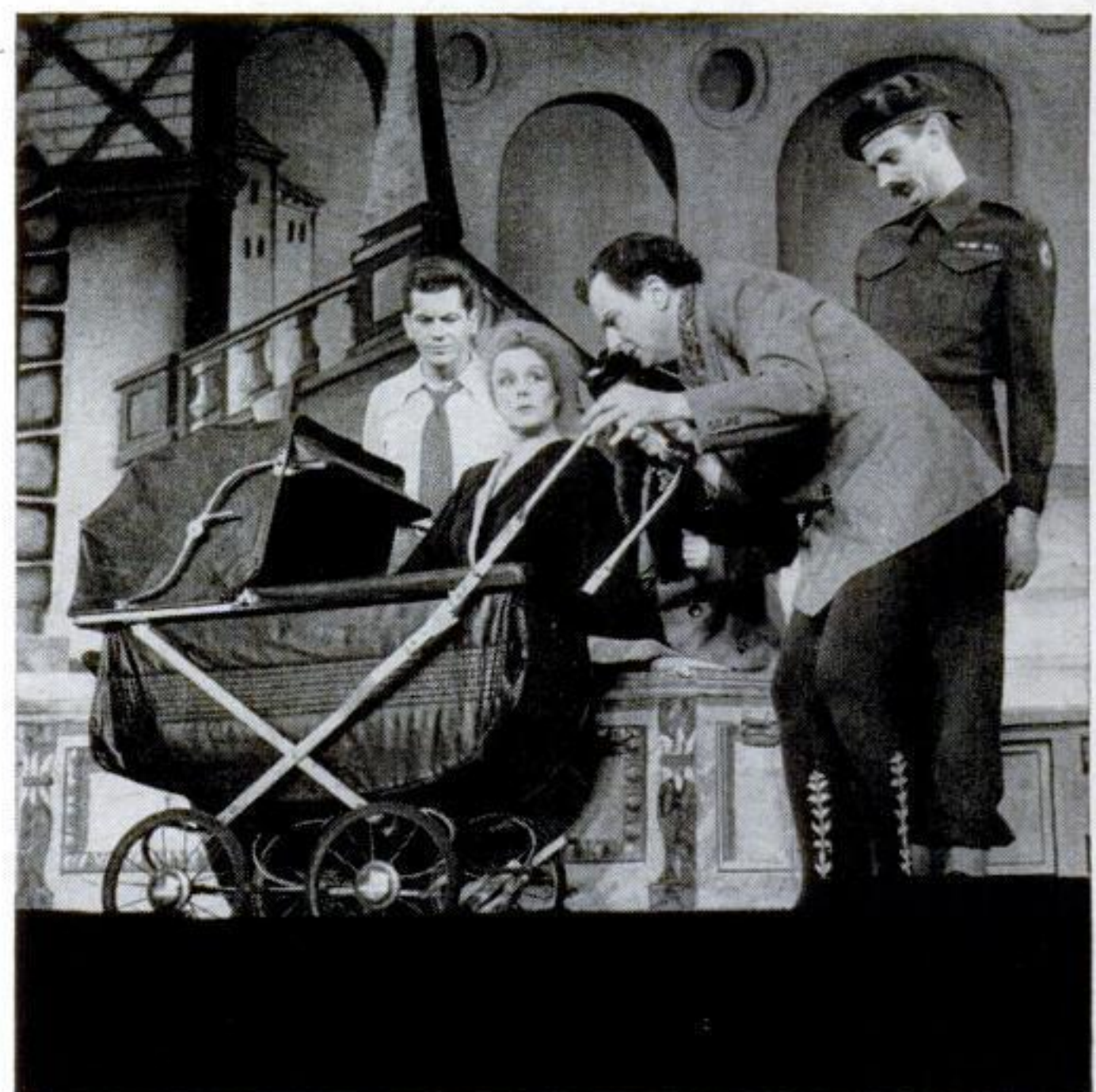
The Power Tool Division of Rockwell also markets such famous tools as Delta-Milwaukee, Delta Multiplex, Delta-Crescent, and Crescent — widely used in industrial plants, commercial shops and schools.

Maurice Evans CONTINUED



REHEARSING SHAKESPEARE, THE GREAT STAR (MAURICE EVANS, RIGHT)

"HARLEQUINADE" PROVES AGAIN THAT ACTORS WILL BE ACTORS



"I REFUSE TO TICKLE his tummy," grumbles the actor to his new-found grandson. His wife and stage manager (Ron Randell) watch with surprise. Discovering he is a grandfather is a foul blow to his pose of a youthful Romeo.



MEETS A GROWNUP DAUGHTER (LEFT) WHOM HE NEVER KNEW HE HAD

The whiskery old cliché that all actors are immoral and childish is amusingly revived in *Harlequinade*. Its hero is a celebrated Shakespearean troupier who, while putting on *Romeo and Juliet* in the provinces, discovers that, as a result of a youthful indiscretion, he has become a father, a grandfather and a bigamist. He shrugs all this off as nothing compared to the really major problem of how to light his profile.



THE SHOW MUST GO ON is the actor's philosophy. While his wife (Edna Best), now proved to be illegal, flops back on Juliet's tomb, he dismisses his marital problems and starts to orate his Shakespeare with a grand gesture.



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QUEEN MARY



GEORGE V



EDWARD VIII



QUEEN ELIZABETH



GEORGE VI



PRINCESS MARGARET

THREE GENERATIONS lie between Margaret and Victoria, who would not have been amused by her antics.



Britain's National Deb

Princess Margaret relieves the chill of austerity with romance, gaiety and a touch of impudence

by ROBERT COUGHLAN

ONCE upon a time, not so very long ago, a princess was born in an ancient castle in Scotland. She was as royal as could be, for her grandfather was the King of England, her great-grandfather had also been king and her great-great-grandmother was Queen Victoria, a stern little woman who wore nothing but black for 40 years and was not easily amused. Neither had been her consort, the princess's great-great-grandfather, Prince Albert.

On the other hand the son of this dour couple, King Edward VII, the princess's great-grandfather, was quite easily amused. In fact he was an old scamp. But his eldest surviving son, King George V, the princess's grandfather, was gruff and dignified and unamused. His eldest son, however, King Edward VIII, was easily amused and surrounded himself with amusing friends. He reminded the world of gay old Edward VII, just as his brother who succeeded him, the present King George VI, reminded it of the dignified, duty-minded George V.

Thus it can be seen that there were two strong tendencies in the princess's family, and the question was, which did she have?

In retrospect the answer seems to have been evident very early, although the signs were not so easy to read at the time. When she was 11 months old and was being carried by her maternal grandmother, Lady Strathmore, she began to hum *The Merry Widow Waltz*, an example of precocity so startling that Lady Strathmore nearly dropped her. When she was 3 a predisposition to look on the attractive, or Charles Addams, side of dark matters was revealed. Her mother showed her a picture of a horrid-looking dragon, and the tiny girl clapped her hands and cooed, "Oh, Mummy! What a dar-

ling Loch Ness monster!" At 4, finding the guests at a grownup luncheon dull, she crawled under the table and tickled their feet. At 6 she showed the true mark of *joie de vivre*, an unrepentant spirit. After being sent to her room for some mischief, she was recalled with the honeyed words, "Come along, dear, you need not stay up here any longer. I'm sure you're good now, aren't you?" To this she answered, "No. I'm naughty still. And I'm going to go on being naughty."

And she did. Once she rowed to the middle of a pond and wouldn't come back. Several times she frightened visitors by hiding in the palace draperies, jumping out and yelling, "Boo!" At 12, despite the disapproval of her mother, the Queen of England, she not only dunked her biscuits in her tea but once did so in public, grinning at a guest, "Mother doesn't like me to do it as she says it's not polite." At 14, when she was a girl guide, the British version of girl scout, and was rowing in the lake at Windsor Castle with a girl guide mistress, she pulled the plug out of the bottom of the boat "to see what would happen." The usual thing happened. Since they were in shallow water, no real harm was done and she could safely enjoy the sight of the indignant guide mistress wading in to the muddy shore, her skirts held high.

The same year, when as part of the guide training in social graces she was told to write a letter answering an imaginary invitation, she composed the following: "Dear Lady Godiva, I am so thrilled with your invitation to your dance which sounds such fun. I shall do my very best to bring a partner, and would Lord Tulip do? Wasn't it wonderful fun at the meet on Monday? I did think Lady Adcock overdid it

CONTINUED ON PAGE 99



H. R. H. The Princess Margaret Rose

Van Raalte

"BECAUSE YOU LOVE NICE THINGS"

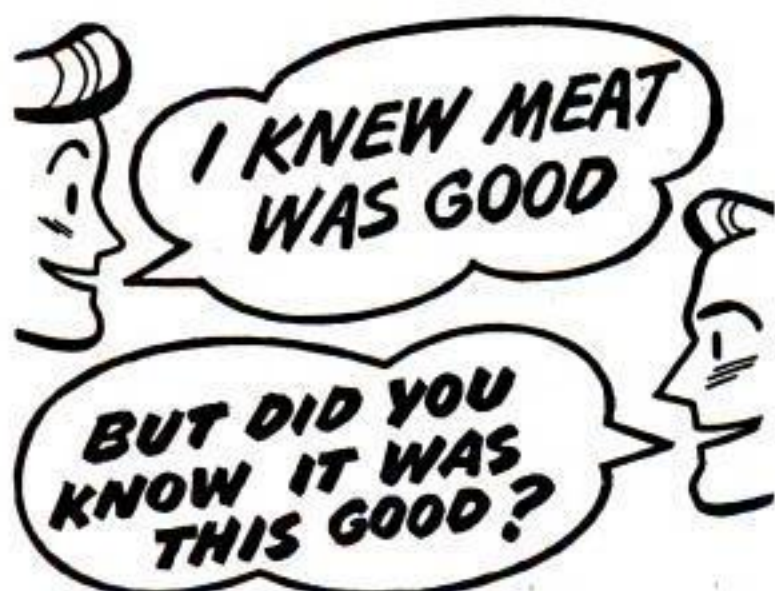
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All ratings based on cooked values					
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		THIAMINE (B ₁)	RIBOFLAVIN (B ₂)	NICOTIN	
PORK	E	E	F	E	E
BEEF	E	F	E	E	E
LAMB	E	F	G	E	E
VEAL	E	G	G	E	E
VARIETY MEATS (LIVER, HEART, KIDNEY)	E	E	E	E	E
SAUSAGE (PORK, BEEF, VEAL)	E	G	G	G	E

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PRINCESS MARGARET CONTINUED

a bit, with that hat of hers at church, didn't you? Thank you again so much. Yours affectionately, Diaphenia." Her sense of the incongruous was shown again when she was 16 and on a visit with her parents and older sister to South Africa. She behaved well enough until an arthritic old lady, determinedly proper, made such a slow curtsy that the success of the whole celebration seemed to hang on her getting back up right, and soon afterward a pompous African chief lost his place in his speech and started all over again. She caught the eye of a soldier then and giggled quite audibly, for which she was confined to her room that night as punishment.

During all these years there was at least the possibility that such behavior was a reflection of normal childish good spirits, but that



AT 5 she was plump and blond, looked like mischievous cherub.

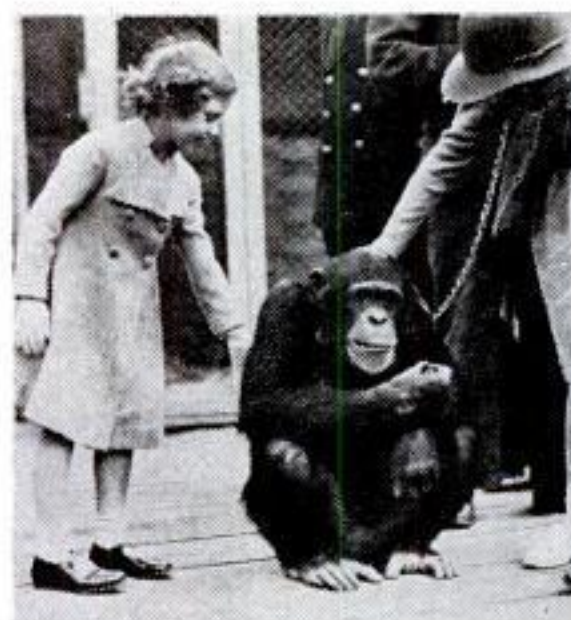
theory will no longer suffice. Princess Margaret was 19 on Aug. 21, 1949. In the past year she has, among other things, spent a score or so of more or less entertaining weekends at the country houses of titled persons, usually with a crowd of whimsically minded young people to keep her company; passed so many late hours at London nightclubs that the London *Sunday Pictorial* felt obliged to cluck its tongue at her with a deep black headline, "Princess Margaret's Week of Late Nights"; become a fan and friend of Danny Kaye's, not minding when he called her "honey" instead of "ma'am"; had so many escorts that she has cost gossip columnists a good deal of energy trying to keep their names straight; danced the cancan, a favorite dance of her great-grandfather Edward, in appropriate costume before 300-odd guests at a party at the American Embassy. The only conclusion that now can be reached is that Princess Margaret enjoys exceptionally good spirits and is likely to go on doing so. Indeed, on the female side, where there is much less competition, it is fair to say that she is the liveliest and most amiable person her family has produced in several centuries, if not for all time.

If Uncle Edward had stayed on the throne, this would have been a matter of very small public interest. But by becoming king, Margaret's father became a Symbol, and willy-nilly his family became symbols with him. Up to a point their symbolic functions are clear-cut. The king obviously symbolizes a great deal—roughly, everything distinctively British from the invincibility of the fleet to the custom of taking a long weekend at the beginning of August. The queen is his symbolic helpmate, representing the fundamentals of the British female character, such as robustness and propriety combined with an ability to make all vegetables taste like Brussels sprouts and all dresses look like slip covers. The eldest child, as Heir Presumptive, ideally symbolizes industry, devotion and all the other wholesome attributes that make British children models of behavior. Last week, for instance, at a rally of the Mothers Union, Princess Elizabeth spoke out firmly against "growing self-indulgence, hardening materialism, and falling of moral standards" and urged young British mothers not to be afraid of being thought "priggish."

There is no specific job, however, symbolic or otherwise, for a younger child in the royal family except to stay alive, in case the eldest dies and a new Heir Presumptive is needed. The position has its advantages. As part of a human stockpile younger children enjoy all the prerogatives of royalty with few of the responsibilities. But it has its drawbacks too; for since their role lacks definition, everyone is entitled to an opinion as to how they should conduct themselves.

Thus it is not surprising that Princess Margaret's chronic good humor should have become a public issue in Great Britain, and to some extent in allied and friendly powers such as the U.S. The issue has already created factions.

On a show of hands the unreservedly pro-Margaret faction would walk away with the vote, for it consists of the great, socialized, ordinary, hard-working masses. The royal family has always been a vicarious outlet for them: if a docker could not ride in a Rolls-Royce, the king could do so for all dockers; and if the docker's daughter could not go to a formal ball and dance with the heir to a duke, the



AT LONDON ZOO the princess made friends with a dour chimp.

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► The Omega Swiss jeweled movement is specially built. Each part is made in Omega's own laboratories, not mass assembled. As a result, Omega is as fine and accurate a watch as man can make... the ultimate in timekeeping, backed by the century-old Omega name.

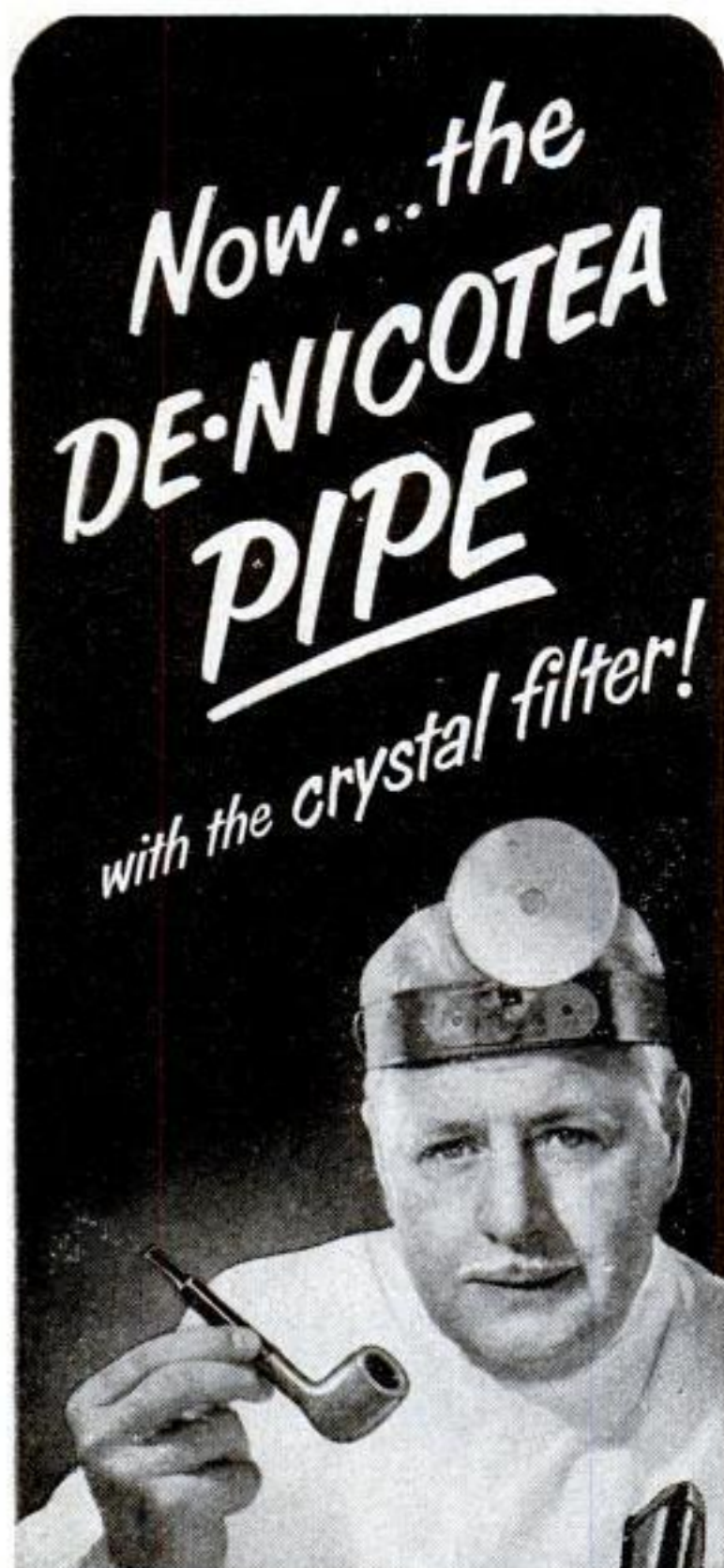
► Fine jewelers keep Shop Records of watches. They report that Omega requires less servicing than any other watch in its class. A most significant fact for the buyer of a watch to know.

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CONTINUED ON NEXT PAGE



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The Denicotea Crystal Filter in the pipe stem definitely cuts down nicotine and tars.



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Crystal Filter is pure white

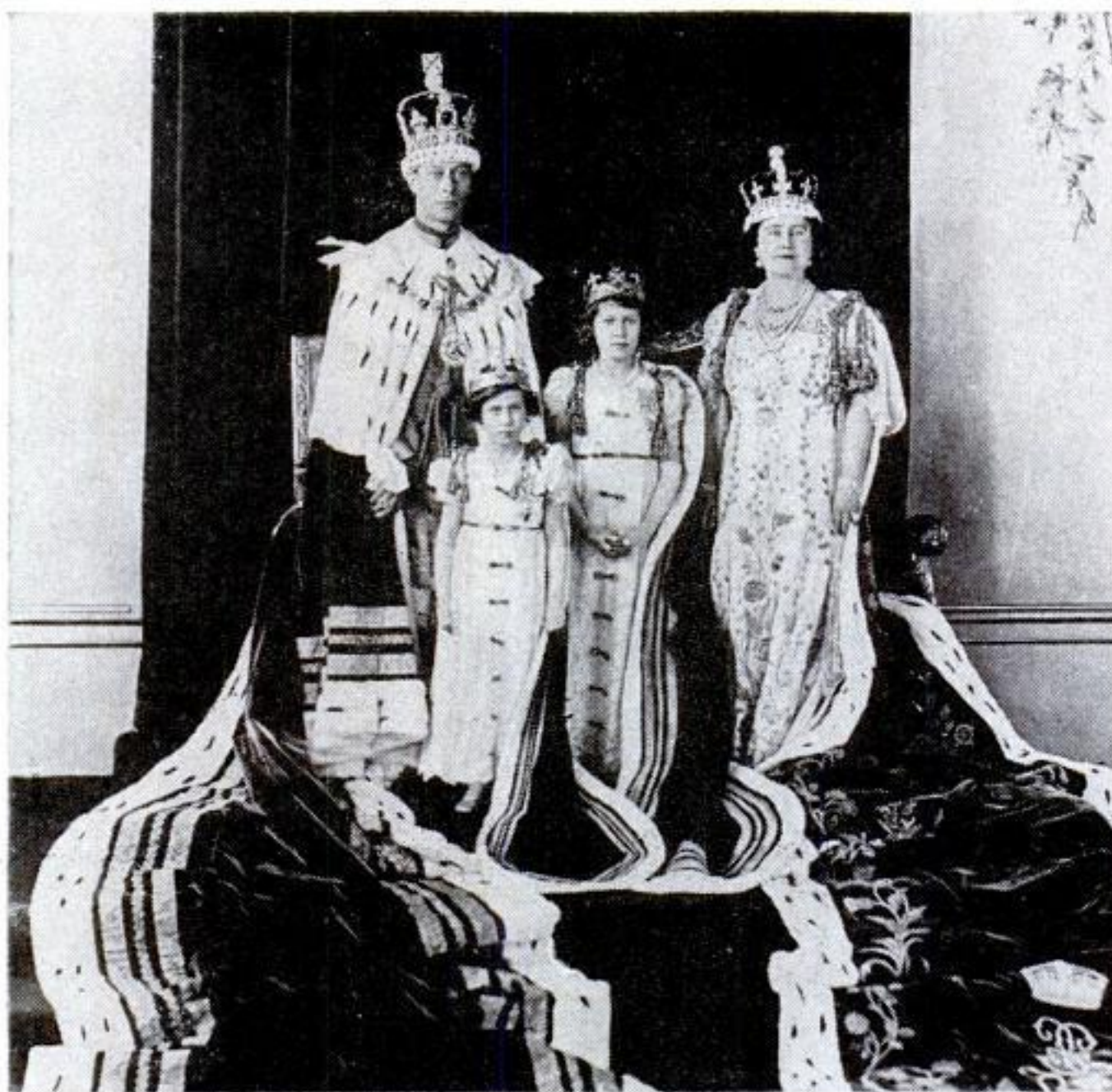


After Use:
Filter turns dark as it traps nicotine and tars



Made in England
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Here at last is Denicotea—the pipe that *really* filters the smoke... makes it milder, cooler, *safer*! It's the *only* pipe with the famous crystal filter, tested and proved in millions of Denicotea cigarette holders. Order a Denicotea Pipe from your dealer today.



ROYAL FAMILY PORTRAIT was made after coronation. Originally Margaret's robe had no train, but she raised such a howl that king had one added.

PRINCESS MARGARET CONTINUED

king's daughters could do so for all girls. Present conditions make this all the more true, for austerity restricts the pleasures the masses can afford, and the newsprint shortage has so reduced society reporting that they can no longer even read about the fun the classes are having. The activities of the royal family are, however, fully reported, with the result that Margaret has become, so to speak, the Joint National Debutante. As such she supplies romance, color and girlish freshness to the drab national scene, and if she adds a touch of impudence and spice too, so much the more for the taxpayers' money. "She's a cracker, she is," one of them says. "She's a natural sort of a girl that likes a good time, the way all girls do. I say, let 'er 'ave 'er bit of a fling. She'll 'ave to settle soon enough."

The anti-Margaret factions are to be found in widely separated quarters. Among the Nonconformists, or non-Episcopal Protestants, who tend to be unfashionable and to live in Scotland and Wales, there is a good deal of grumbling about her late hours and dancing and the fact that she takes a cocktail now and then and occasionally smokes. There is grumbling also among some of the rich, conservative High Anglicans who make up what used to be called the ruling class. Having a hereditary and vested interest in the throne, they are disturbed by anything that might seem to detract from its dignity. As one of them recalls with a flinch, "I was standing near the king and queen at a palace garden party, a very sedate affair, you know, when there was the most awful noise a few yards away. It was Margaret, entertaining some people with an imitation of Danny Kaye. Really!"

The sisters

THE center of this small commotion stands a shade over 5 feet tall, has a 23-inch waist and 33-inch bust, and attractive large blue eyes which usually have a quizzical look. Her nose is a bit too long to qualify her as a classic beauty, and she gives the appearance of being slightly bowlegged. Nevertheless she is definitely attractive, and, as royal princesses go, even quite pretty. From her mother's side of the family, the Bowes-Lyons, she inherited a rosebud complexion which she sets off to advantage with lipstick and mascara, but little powder or rouge. It is often said among her father's loyal subjects that it was also from her mother's side that she got her quick mind. Her uncle, the Hon. David Bowes-Lyon, is a director of the Cunard Steam-Ship Co. Ltd. and the *London Times*, and the family has produced a number of lawyers, soldiers, legislators and other shrewd Scottish types. It goes back in a collateral branch to Macbeth, who, according to legend, murdered King Duncan in Glamis Castle, where Margaret was born on a stormy night in 1930. As the first royal child in many generations to be born north of the English border, she was welcomed with bonfires, bagpipes, Highland flings and a general atmosphere of gaiety which in retrospect seems prophetic.

CONTINUED ON PAGE 102

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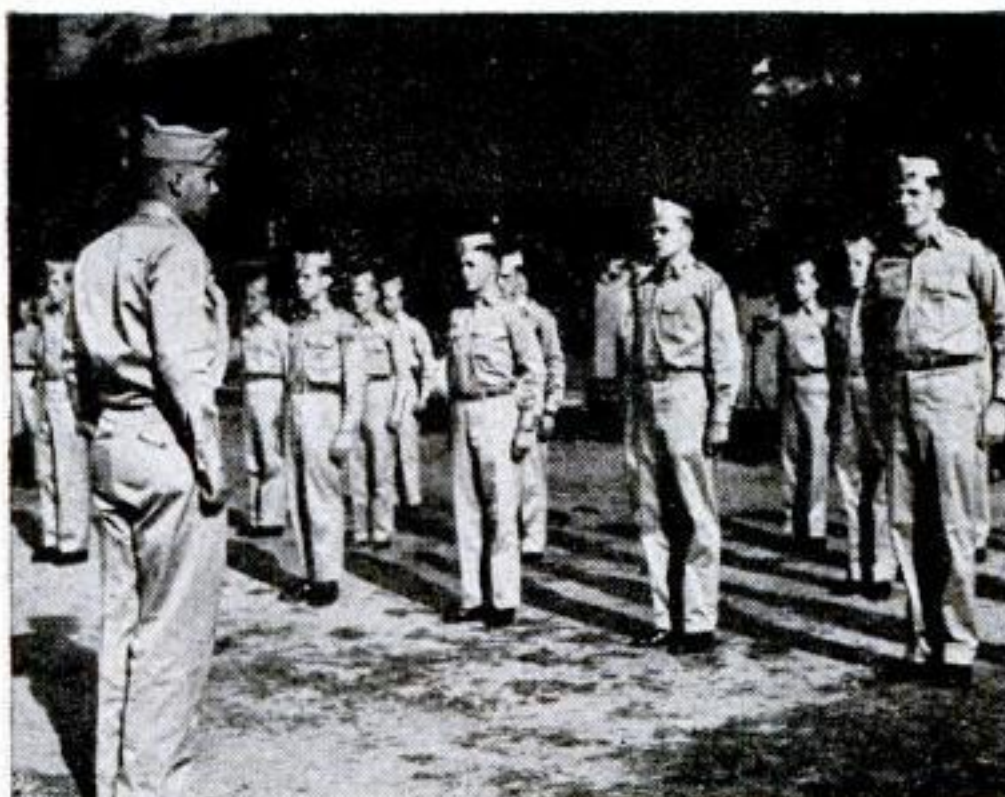
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LIQUID—TABLETS



UP AND AT 'EM! First Lieutenant Donald Vanderbrugen rises early, dresses for his morning duties, is ready for a day packed with activity. He cares for his clothing, equipment. Lives in Bachelor Officers' Quarters with fellow officers.



ALL PRESENT! Lt. Vanderbrugen is Gunnery Officer for heavy mortar company in the 15th Infantry Regiment, 3rd Infantry Division, and commands headquarters platoon. His other duties: Supply Officer, Recruiting Officer, Motor Officer.



A HEARTY BREAKFAST. Mealtimes at Bachelor Officers' Mess provide relaxation for Vanderbrugen. He likes the friendly ribbing among fellow officers, many of whom, like Vanderbrugen, came up through ranks via Officer Candidate School.



AN EXPERT'S JOB. Vanderbrugen has responsibility for care of company's motor vehicles; here he conducts routine check on truck. Preventive maintenance demands frequent inspections. Machinery and parts are replaced before break-

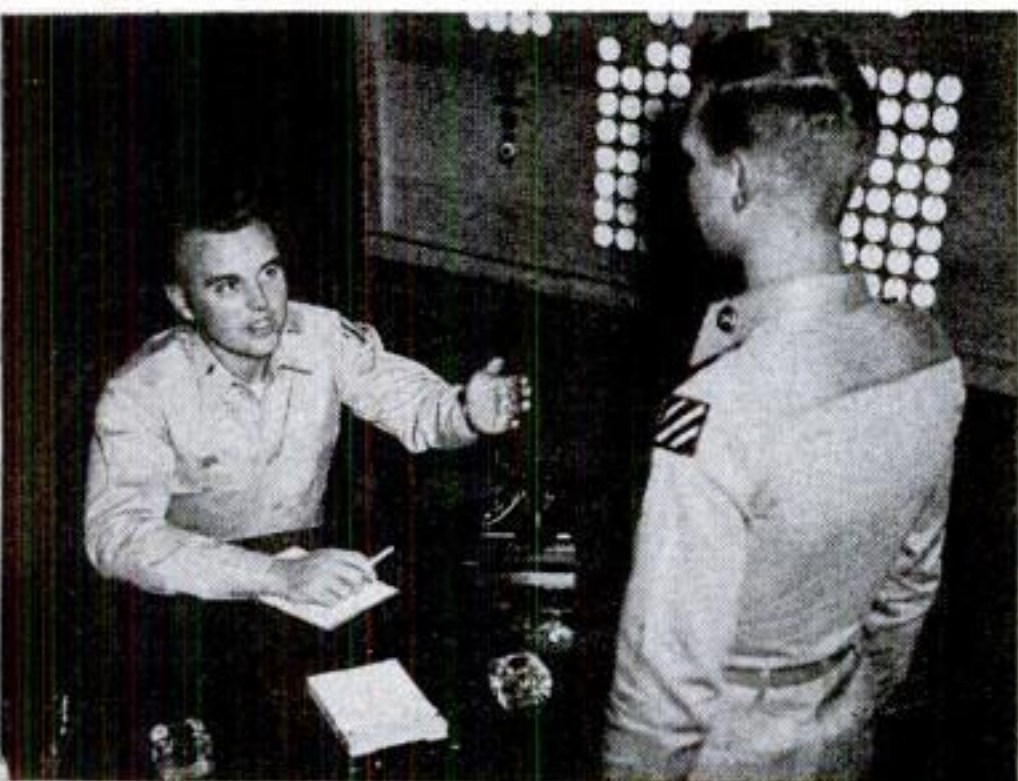
down. Enlisted men, carefully trained as mechanics in Army schools, are experienced in keeping 'em rolling. Fast-moving infantry units depend on mobility under all terrain and weather conditions for large part of hard-hitting effectiveness.



EXACT SCIENCE. Gunnery Officer gets approval of company commander on plotting and computing targets; method and control of fire; ammunition and fuses. Here Vanderbrugen, Operations Sergeant, and Computer solve fire problem.

AN ARMY OFFICER'S DAY: it demands skill, common sense, ability--both as counselor and leader

ADMINISTRATIVE DECISION. There's more to personnel management than giving orders, as Vanderbrugen knows. In dealing with varied problems of platoon command, he uses intelligence and fairness, has won respect of his men.



OFFICERS' BRIEFING. Once weekly, officers of command gather for latest information on world events. When troops are not in the field, daily schedule for the rest of the week is split: training in the morning, athletic events and supervised recreation in the afternoon.



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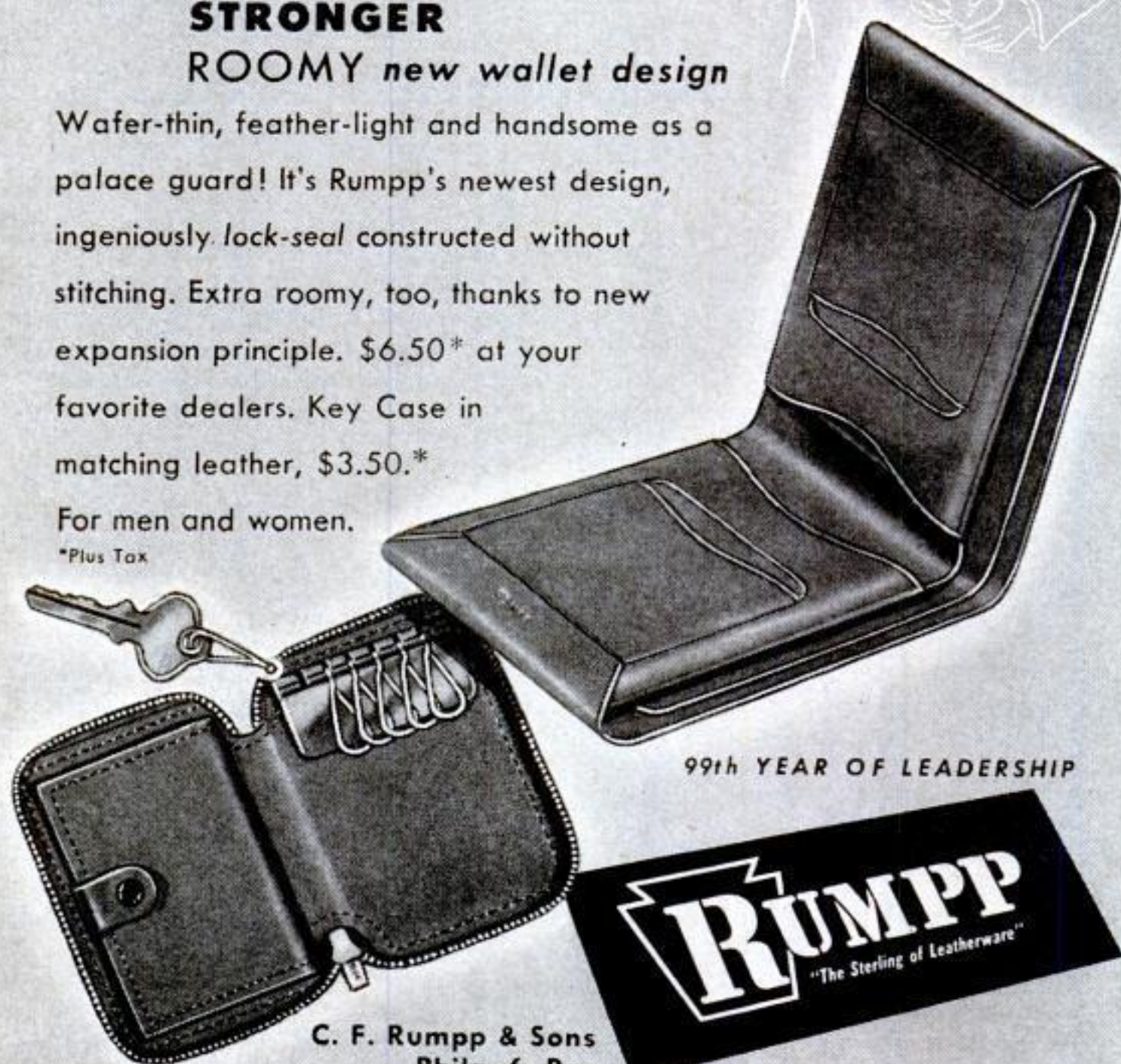
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HER ESCORTS ARE REALM'S



LORD OGILVY, heir to Earl of Airlie, took her to a fox hunt at Perth, Scotland.



MICHAEL TREE, son of Ronald Tree, went with her to church.



MAJOR TELFER-SMOLLETT, general's son, danced with her in Glasgow.



MARK BONHAM-CARTER was wowed by her at ball in London.

PRINCESS MARGARET CONTINUED

Her sister Elizabeth, who was four years older, welcomed her by giving her her own favorite stuffed toy, an act of selflessness that, so far as Elizabeth was concerned, was to set the tone for their entire relationship. The two little girls were close enough in age so that they could do many things together, and although they were different in temperament, they became very good friends and were fondly nicknamed "the inseparables" by the British press. They shared a nursery, a governess named Marion ("Crawfie") Crawford, a 15-foot-square playhouse and a series of pets. In due course they collected stamps, planted gardens (Margaret dug them up to see how they were doing), went to the zoo, studied French, learned to ride bicycles and were otherwise enveloped in the social and educational paraphernalia of well-integrated, well-off children. Ordinarily, as the issue of a younger royal child, they would have appeared now and then in the gravure sections of the newspapers and grown up in a life of comfortable obscurity.

The fact that Edward VIII was unmarried, however, and that the princesses were the next in royal line after their father, focused public interest on them from the time they were born. And since Elizabeth was the elder, she came in for the major part of it. It was noticed even then that Margaret was precocious and talkative and went out of her way to get her proper share of attention. When George VI became king and Elizabeth became heiress to the throne in fact as well as theory, a fresh jolt was given to their "sibling rivalry," as child psychologists call the competition among children in a family. Margaret was faced with the fact that Elizabeth really was going to be queen and she, whatever she did short of regicide, was not.

This has never interfered with the affection between them: they were always and still are each other's best friend. Nor does it mean that Margaret would like to be queen, for the chances are that she

MOST ELIGIBLE BACHELORS



LORD DERBY, since married, took her to theater, then to dinner.



MARQUESS OF BLANDFORD, heir to Marlborough, took her to the Ascot races.



HON. JULIAN FANE, son of Earl of Westmorland, took her to opera.



TOM EGERTON, wealthy gentleman farmer, escorted her to the races at Surrey.

wouldn't. But it does explain, at least in part, what seems to be Margaret's urge to catch up with Elizabeth and, if possible, to do everything better than she can.

When, for example, at the age of 7, she was enrolled as a girl guide (Brownie pack, Leprechaun section), she plunged in with such pioneer zeal that she soon won a chestful of merit badges. She learned to swim and, at the age of 8, walked off with the Children's Challenge Cup at the Bath Club in London. When she took up the piano she kept at it until she had become a really accomplished amateur, with a touch several degrees surer than Elizabeth's. When painting lessons began Elizabeth was diligent and painstaking, while Margaret soon invented a character called the Pinkle-Ponkle, who lived in the air and liked to hover over towns. "If he were to come down," she explained, "he would find worm sandwiches and caterpillar jam—green jam." Between lessons and activities she entertained herself by thinking of practical jokes. Elizabeth, who was both near at hand and had a steady disposition, made an ideal victim. When she made tea biscuits Margaret convulsed her by worriedly dropping them on the floor, pretending they were as hard as stones, and amused her somewhat less by smuggling salt into her tea and tapioca into her bath water.

She grew up fast

AS Elizabeth grew into young womanhood, Margaret was faced with the bothersome fact that she herself was still a child. She solved the difficulty by resolutely refusing to act like one. When she was 10 she was heard to remark that the footman in the royal nursery was "frightfully handsome." At 14 she was caught sampling the royal cellars. At 15 she turned up at a garden party in Edinburgh with mascara, eyebrow pencil, rouge, heavy powder and lipstick—"as though she were doing amateur theatricals," one disapproving

CONTINUED ON NEXT PAGE

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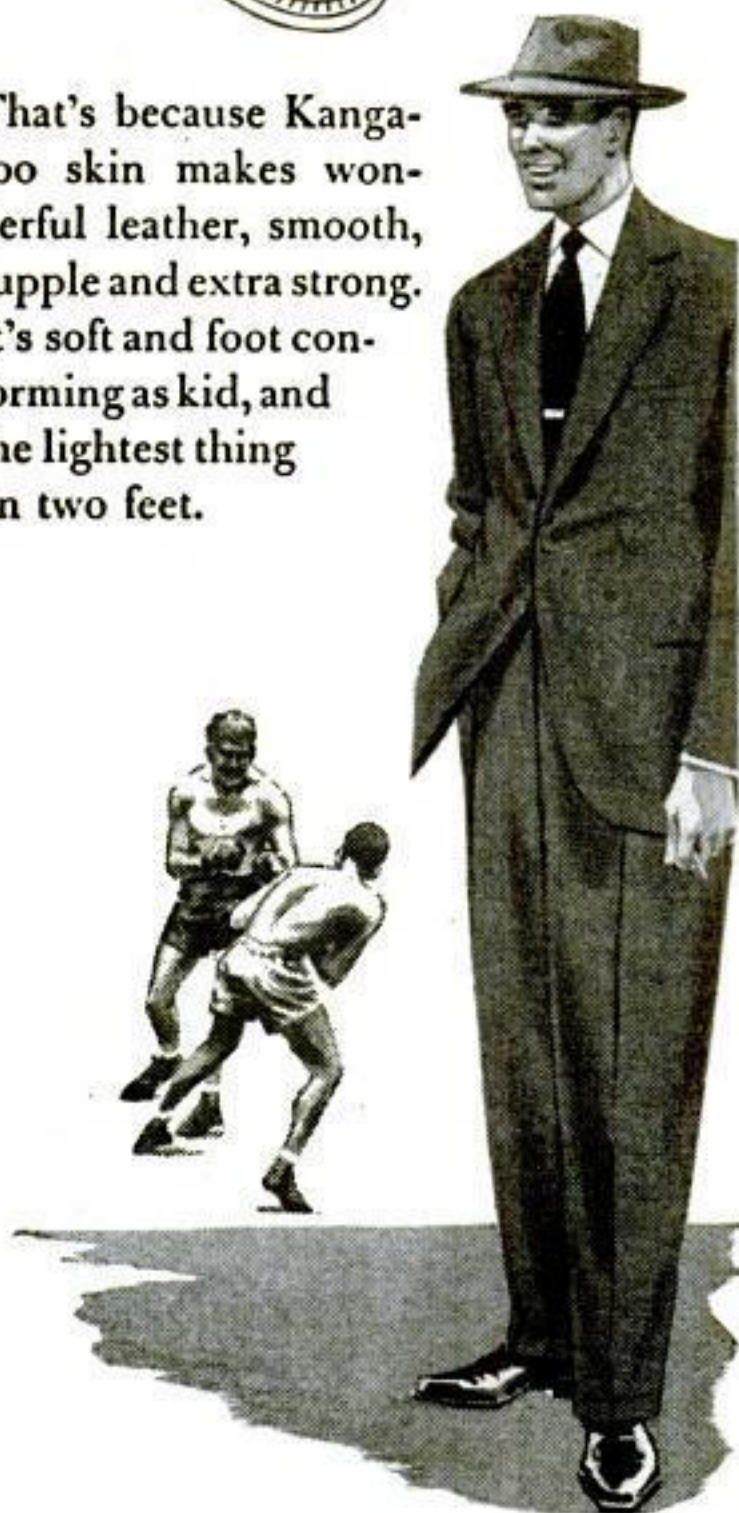
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PRINCESS MARGARET CONTINUED

Scotswoman recalls. She made a point of knowing the names of all the young officers of the palace guards, especially the handsome ones. And when Elizabeth, at 16, was encouraged to ask some of them to tea, as a way of gently breaking her into social life, 12-year-old Margaret generally would appear also, uninvited. She did the same thing when, later on, Elizabeth began to give evening parties and dances; and since Elizabeth was rather shy, and she herself had conversational aplomb beyond her years, she often managed to become the center of attention. Consequently by the time she was old enough to "come out" she had already been out, having "sneaked out," as one observer phrased it, several years before.

Encouraged by these early successes, she developed gate-crashing to an art worthy of a "One-eyed" Connolly. In 1947, when Elizabeth was given the ceremonial "freedom of the city" of London, Margaret showed up too, via a side street, and Elizabeth had to make a hasty appeal to the Lord Mayor to have her fitted in. The next year, when the rest of the family had gone off to Ascot to the races, leaving Margaret home at Windsor Castle with firm instructions to stay there, she hitched a ride with a house guest and turned up in the royal enclosure, with the wrong clothes and a cheerful expression. She was 17; Elizabeth had not gone to the races until she was 19.



OFFICIAL DUTIES include meeting lord mayors, reviewing troops.

Even such ingenuity as Margaret's, however, could not totally void the fact that Elizabeth was four years older and for a while would get to do certain things first. When Elizabeth was married those who knew Margaret predicted a crisis. Sure enough, rumors began that she soon would be married too—and Margaret confided to a friend that this was indeed quite likely. The husband presumptive was "Sonny" Blandford, heir to the Duke of Marlborough. It was romantically rumored that as he led his unit of the Life Guards past Buckingham Palace, he delayed the "eyes right" until the moment he could have a good long look at Margaret's window. As it turned out this got him nothing but eyestrain, for her parents disapproved on the grounds that she was too young, and it was indicated that she would not be married for at least another year.

The year is now past gone. The romance appears to be over—a loss to the royal line, in the opinion of many, for the Marlboroughs are a strong and diversely talented breed whose members include Winston Churchill. The present duke, a keen sportsman, amazed his friends and confounded his enemies last year at a supper party when he pitched a raspberry to the top of the great vaulted ceiling of his country home, Blenheim Palace, Woodstock, Oxfordshire, and caught it in his mouth as it fell.

Her "American" friends

SINCE Blandford, Margaret has had no serious attachments, nor even any particular favorites among the dozen or so young men who have been escorting her. They are a diverse group, with an editor, two playwrights and two gentleman farmers among them as well as a good number of young officers or former officers of the Household Cavalry. A striking common denominator is that many of them are connected in some way with America and specifically with large American fortunes. Blandford's paternal grandmother for example, was Consuelo Vanderbilt, and Lord "Porchy" Porchester, heir to Lord Carnarvon, not only had an American mother, a Wendell of New York, but an American stepmother, Tilly Losch. Billy Wallace, whose father was a Conservative cabinet minister, now has Herbert Agar as his stepfather. Jeremy Tree's paternal grandmother was a daughter of the first Marshall Field, and his mother was Nancy Perkins of Richmond, Va. His stepmother is the former Marietta Peabody of the Boston, Groton and Pikes Peak Peabodys. An American influence is noticeable also among the girls in Margaret's set. Jennifer Bevan, her lady-in-waiting, spent the war years in school in Boston. Sharman Douglas, daughter of the American ambassador, is probably her best friend. They are on close terms and spend a good deal of time gossiping back and forth on the telephone.

With a lively nature, plenty of friends and an unassailable social position, Margaret has no trouble finding amusing things to do. Austerity has taken some of the glitter off London social life, but

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Dear Friend:

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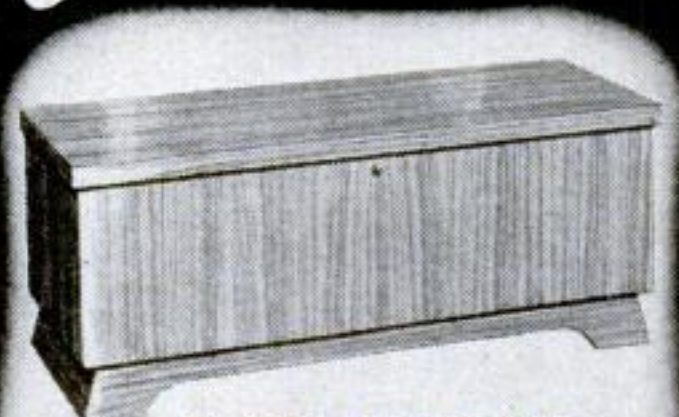
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Prize Peach Pie



Easy recipe

Prize Peach Pie

- ½ cup undiluted Pet evaporated milk
- 1½ teaspoons plain gelatin
- 2 tablespoons lemon juice
- ⅔ cup syrup from peaches
- ¼ cup granulated sugar
- ¼ teaspoon salt
- 16 quartered marshmallows
- 1 teaspoon grated lemon rind
- 1½ cups canned cling peach slices
- 1 baked 9-inch pastry shell

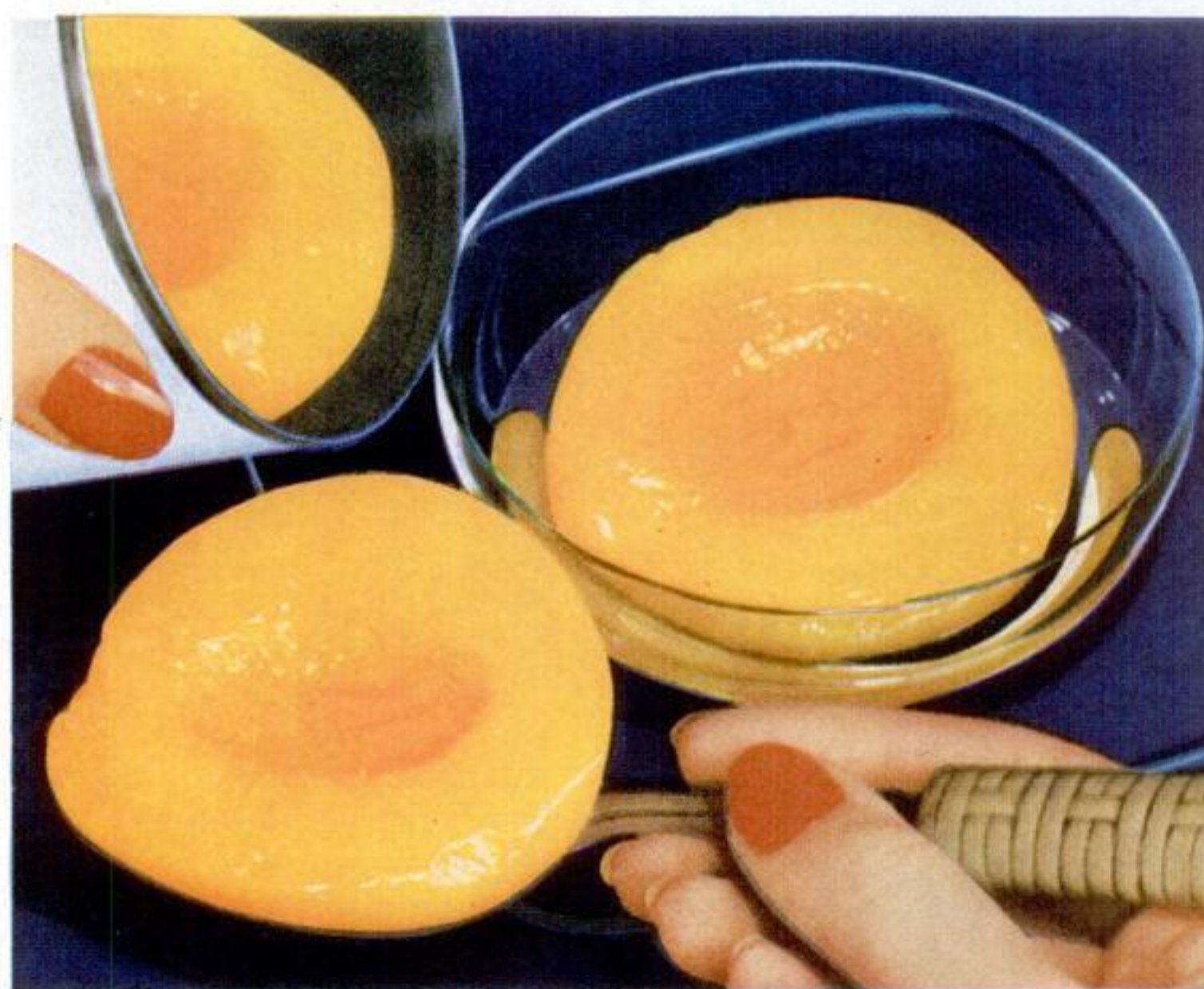
Chill milk until ice cold. Soften gelatin in lemon juice. Combine peach syrup, sugar, salt and marshmallows, and cook and stir over very low heat until marshmallows are melted. Stir in softened gelatin and lemon rind. Chill until slightly thicker than unbeaten egg whites. Whip chilled milk with cold rotary beater until fluffy. Fold into cold gelatin mixture. Fold in well-drained peach slices. Pour into baked pastry shell, and chill until firm. Decorate with additional peach slices. Serves 6 to 8.

Note: To whip Pet evaporated milk, chill milk, bowl and beater thoroughly. To hasten chilling, pour milk into refrigerator tray until icy (about 15 to 20 minutes).

Crisco Sure-Fire Pastry

- 1½ cups sifted all-purpose flour
- ½ teaspoon salt
- ½ cup Crisco
- 3 tablespoons water

Sift flour and salt into bowl. Remove ¼ cup flour. Cut Crisco into remaining flour until pieces are size of small peas. Mix water with ¼ cup of flour to form paste and add to Crisco-flour mixture. Mix and shape into a ball. On floured pastry canvas lightly roll a circle of dough 12 inches in diameter and ⅛ inch thick. Line pie plate with pastry; fold edge under and flute with fingers or fork. Prick generously. Bake in hot oven (425° F.) 12 to 15 minutes, or until lightly browned.



Thrifty dessert

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PRINCESS MARGARET CONTINUED

not so much as most Americans suppose. The days when a young thing could choose among three balls in an evening are past, as are the long, wonderful country weekends at the big, magnificent country houses. Yet, in the course of a year, there are several dozen balls and there still are country houses where, despite everything, the food and wine are good and there may even be an orchestra for dancing. Margaret always has more invitations than she can accept. London night life, too, is surprisingly vigorous, with theater, ballet, opera and concerts to rival New York's, and enough dine-and-dance places to satisfy the most hardened rumba fan. The best ones are "clubs" and are available only to members, who pay a stiff initiation fee, but Margaret, of course, is admitted everywhere. Nightclubs, unlike laundries, barbershops and most other British commercial establishments, do not qualify for the honor of royal "appointment." If they did, the Four Hundred Club could advertise itself, "By Appointment to H.R.H. Princess Margaret," for among all the clubs it is her favorite. It is suitably described by one debutante as "a small black hole, simply marvelous."

Along with these manufactured diversions, Margaret has the simpler ones common to other girls her age, such as having friends over for a close-in talk about clothes, hair-dos, boys and other girls. Several times a week taxis and private cars roll into the great courtyard of Buckingham Palace, past the policemen and the red-coated guardsmen with their black bearskin hats, and stop at the Privy Purse door to let out such intimates as Sharman, Lady Rosemary Spencer-Churchill (Blandford's sister), Rachel Brand, granddaughter of Lord Hamden, or Laura Smith, daughter of Lady Hambleden, one of the queen's ladies-of-the-bedchamber. A footman dressed in a scarlet tail coat and black trousers takes them in an elevator to the second floor, escorts them to a big mahogany door, knocks, and announces them into Margaret's presence. No matter how well they know her they hitch "ma'am" to the end of their first greeting; the formality observed, they then settle into a relaxed, girl-to-girl attitude.

A girl with zing

MARGARET's suite consists of a bedroom, a sitting room converted from her former nursery, and bath. The bedroom furniture is Victorian, painted white to lend airiness to the room. The bedboard is upholstered in red brocade, and there are matching draperies at the windows. In a brown cabinet beside her bed is a small radio which she switches on for late dance music. The sitting room has mixed furnishings, including an upright piano, another radio, a phonograph, a cupboard crammed with toys from her childhood, china bric-a-brac and photographs of various members of the royal family. There are a good many books and magazines around. Margaret likes the usual run of popular novels (she got all the way through *Gone With the Wind*) but also has a taste for the Brontë sisters. The magazines are limited mainly to *Vogue*, *Harper's Bazaar* and *The Tatler*, the latter a glossy society magazine which she devours from cover to cover.

Amid these informal surroundings Margaret and her friends chatter and gossip, and listen to the radio or to the new dance records. Most of them are enthusiastic record collectors, and the lion of the hour is the one who may have been able to get hold of an album from the latest American musical comedy. Margaret especially liked the score from *Kiss Me, Kate*, and her favorite recent song has been *I'm Gonna Wash That Man Right Outa My Hair* from *South Pacific*. Early in the evening, if she isn't going out to a party or for dinner at a friend's house, she may have young men up to join the girls. There is a choice of gin or sherry, but not a great deal of drinking is done. Margaret herself may get along on nothing but an orange squash, for her spirits need no stimulation. As one young lord says, "She's a hell of a girl—real zing." If, perhaps, a theater party is in the plans, a procession of cars leaves the palace shortly before 7, with Margaret and her escort in the lead—and a Scotland Yard car not far behind. After the theater the group goes on to The Society, The Bagatelle or some other fashionable restaurant for supper, and from there, as often as not, to the Four Hundred. Margaret loves to dance, and she may continue with hardly a pause until 2, 3 or 4 in the morning. Her escort then delivers her back to the darkened palace, where a servant has been waiting up to let her in. And with the presence of the servant, the ever-vigilant Scotland Yard man and her lady-in-waiting, there are no long good-nights at the door.

There is a popular tendency, on account of this and other inhibitions attached to her station in life, to feel rather sorry for Margaret. It is true that in some ways she cannot have a normal life; true that her trip to the Continent last spring, for example, was



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"LIVE-ACTION"
***VITALIS** and the
"60-Second Workout"



TRAFFIC JAM of sightseers developed in Venice's Grand Canal when Margaret appeared. This kind of thing took most of the fun out of her holiday there.

PRINCESS MARGARET CONTINUED

turned from a private holiday into a public carnival; true that she is on exhibition every time she leaves the palace, and to some extent inside it. As she once remarked to her father, "Isn't it a pity that we have to travel with royalty?" Nevertheless the sympathy is largely misplaced. Margaret very much likes being a princess, doesn't really mind being looked at, is quite sensibly aware that her position gives her a unique social status and special privileges, and obviously manages to have a very good time.

It would be equally wrong, on the other hand, to suppose that her life is a round of pleasure, or that she takes all her privileges without giving something in return. Like the rest of the royal family, she is often called upon to do boring things gracefully. She is a sponsor of half a dozen public organizations, ranging from the Sea Rangers to the Barnardo Helpers' League, and in addition, several times a week, there are hospitals to inspect, visiting dignitaries to greet, receptions to attend, housing projects to look over, committees to have tea with, masses of people to smile at, and speeches to make. One of her recent speeches was at the opening of a fete at Eastbourne, and there was a suspicion that her sense of humor may have overcome her then. "It wasn't what she said, but the way she said it," one listener recalls. "You couldn't put your finger on it, but it was almost as if she were giving an imitation of royalty opening a fete." Such lapses — if it was one — are rare; she carries off her duties ordinarily with cheerfulness, tact and a polished sense of diplomacy. She takes a genuine interest in many of these activities, for she has a curious mind and likes the opportunity to get out and see how things work. Quite on her own, during the past year, she has organized sightseeing trips to Scotland Yard, the Battersea Power Station, the House of Commons and several other public and commercial points of interest. These have broadened not only her mind but her repertoire of imitations. She was fascinated, for instance, by the way Prime Minister Attlee sits scrunched up on the front bench of Labor's side of the House of Commons, with his legs propped high on a table, and at the risk of her modesty was soon showing friends how he does it.

Charley's Aunt

MARGARET never has been robust, but she makes up in vitality what she lacks in strength, and no matter how late she may have been out the night before she is usually up for an early breakfast and ready for whatever the day may bring. It begins routinely with the mail; she gets 20 or 30 letters a day from people who want her to do something with them or for them. Jennifer Bevan screens them and sees that they get appropriate answers, but a good many go on to Margaret for personal attention. That chore done, she confers with Major Harvey, the queen's private secretary, who schedules her official appointments. If both she and her mother happen to have the morning free, they may go out together to do some shopping, visit an art gallery or perhaps drop in on Elizabeth, Queen Mary or other relatives and friends. Usually she has lunch with her parents at the palace — a purely informal, family meal — and afterward, if she has no official engagements, she may practice the piano, read, take a dip in the palace pool, walk her dogs in the garden, shop,

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☐ ☐

and maim. Most of the tragedies strike in old or temporary buildings.

But schools *can* be fire safe.... And progressive communities, aware of the danger of fire, are remodeling existing schools and building their new schools to be fire safe.

A basic guide in this important task is the National Board's building code, the aim of which is to improve protection against fire. It applies to buildings of all types, and serves more and more

widely as a model for fire safety laws everywhere.

This is only one of many valuable services carried on in the public interest by the fire insurance business.

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Your fire insurance affords the *security* needed to protect mortgage money loaned to you on a home, store, factory or other property that might be destroyed by fire—thus creating a sound base for credit.

IF YOUR SCHOOL can answer YES to questions like these, you can breathe easily. If the answer is NO... then look out!

Fires destroy or damage more than 2,000 schools every year... needless fires that kill

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Refreshes your breath, too! Liquid TEEL penetrates tooth crevices instantly... removes decaying food particles which cause much bad breath... refreshes your mouth on contact! Pleasant, tangy flavor. Try it!

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WINDPROOF LIGHTER

The lighter that always works

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IMPORTANT DUTY is appearing with Prime Minister Attlee on formal occasions. Father of three daughters, he takes tolerant view of Margaret's capers.

PRINCESS MARGARET CONTINUED

call up her friends or entertain herself in any number of the ways that 19-year-old girls can think up. Unless she has some friends over, she usually has afternoon tea with her parents. This, too, is most often a quiet, family affair, with an atmosphere not much different from that over countless tea tables in millions of other British houses.

Now that Elizabeth has set up housekeeping for herself and Margaret is the only child at home, her family relationships are on an even closer basis than before. She has a naturally affectionate nature, loves her parents unreservedly, and they in turn are inclined to let her do what she wants and perhaps to spoil her. If, as some maintain, she could use a spanking, her father is not the one to administer it. Her late hours make him angry, but she soon finds ways to get him back in good humor. Having a rather serious disposition himself, with only a small fund of crippled jokes, such as "How do I like my tea? In a cup. Haw, haw," he is all the more delighted by Margaret's flippancies. When a Scottish minister came to tea and she insisted on singing *I'm Just a Girl Who Can't Say No*, the queen tried to shush her, but the king, after his initial shock, laughed heartily. The queen, who hides a sense of humor and a liking for fun under her matronly look, is a sympathetic mother and occasionally a coconspirator in planning Margaret's escapades. She approved of her dancing the now famous cancan, for example, and even helped supervise the costuming.

Margaret and Elizabeth see a good deal of each other, like any sisters who live in the same town. They are firm friends and, with Elizabeth happily married and the difference in their ages no longer a practical factor, Margaret's sense of competition has tapered off. She was filled with sisterly excitement at the birth of Prince Charles and characteristically capitalized on it by supposing that from then on she would be called "Charley's Aunt." She gets on well with her brother-in-law, who has a disposition nearly as antic as hers. Their relationship has evolved into that of older brother and kid sister, with Philip often taking a firm line with her. When, at his and Elizabeth's country home, she sent word down that she wanted breakfast in bed, Philip had her routed out to eat with the rest of the house guests, and not long ago he accomplished the small miracle of making her leave a nightclub, where she had gone with him and Elizabeth, when she felt like staying for a few more dances.

Ach, it was very amusing

WITH Philip now off to active duty with the fleet, the only sustained attempt at discipline within the royal family comes from Queen Mary. In her own time she also was known to enjoy a joke, which was commonly attributed to her quarter fraction of Hungarian blood. Compton Mackenzie, the novelist and historian, tells of a conversation he had with an old chamberlain of the Court of Württemberg, where she visited when she was the young Princess of Teck. "She was so full of spirits always," the old man recalled. "She would hide behind a pillar at a court ball and put out her foot to trip up some pompous functionary. Ach, it was very amusing." That, however, was quite a long time ago. Queen Mary has tried with some success to interest her obstreperous grandchild in antiques and other genteel hobbies, and with less success has talked with her and her parents about her late hours and general attitude.

CONTINUED ON PAGE 113



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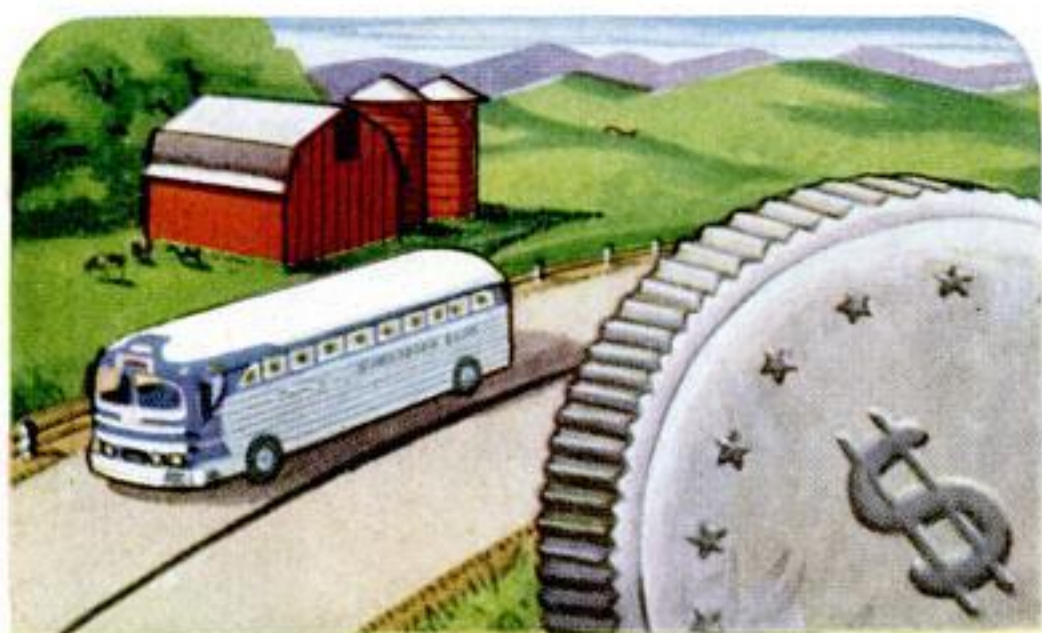
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That's what they're saying—these two relaxed and pleasant people—and they're typical of many millions who have learned to beat the high-cost-of-travel, the Greyhound way!

They're smart to save wear and tear on the faithful family car and *on themselves*—remembering that a Greyhound mile costs about one-third as much as driving—and far less than any other kind of public transportation.

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able easy chairs, efficient ventilation, and unmatched smooth riding qualities.

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GREYHOUND

PRINCESS MARGARET CONTINUED

Queen Mary and some of her friends have been heard to express the hope that marriage will have a settling effect on Margaret. That, of course, will depend on the kind of man she marries. Since her taste runs to lively types, the chances are that for some years at least she will continue to make London night life brighter. She can marry anyone she wants to, commoner, American or Zulu, so long as she has her father's consent and he is not a Roman Catholic. After she reaches 25 she could marry even without the king's approval, provided she gave a year's notice to the Privy Council and provided also that the Houses of Parliament did not object. Judging by her popularity and by the credentials of the young men who surround her, however, it is equally unlikely that she will be unmarried for long or that she will choose an "unsuitable" mate.

No little black dresses

If Margaret were not a royal princess, her friends think she probably would be an actress. As it is, her ambitions are necessarily limited, for any sort of "career" is out of the question. Aside from marriage and eventual motherhood, her only viable aim is to be a leader of fashion. The end of clothing rationing early this year was a great relief to her, for until then she was limited, like everyone else, to what she could buy with her few tickets and salvage from hand-me-downs. She takes the stylish Duchess of Kent as her model in taste and last year caused a teacup tempest by wanting dresses from Molyneux, one of the duchess's favorite couturiers, instead of Hartnell, who has a semimonopoly on designing for the queen and Elizabeth. Margaret had her way and is now free to shop wherever she wants, provided she doesn't spend money in excess of the usual tourist allotment outside the sterling area (Molyneux, though a French concern, has a British branch). She has no pronounced preferences in colors and wears a variety of them. The "little black dress," the basic equipment of most well-dressed women, is denied her, however, since in the immediate royal family black is reserved for mourning. The tradition goes back to the time when royalty was plentiful and was so intertwined by marriages of state that the death of a second-string Bulgarian prince could plunge most of the royal ladies of Europe and England into black. Customs are easier now; but even so, there have been 11 full mournings of varying length during the last 13 years. Margaret makes the best of it by settling for navy blue.

Her only other source of frustration clothing-wise is financial, since she has no income of her own and must ask her parents for what she needs. That, however, will be remedied when she is 21 and is entitled to a state allowance of £6,000 (\$16,800) a year. At that time also she will come into a bequest of £20,000 (\$56,000) from Mrs. Ronnie Greville, a once-famous hostess and good friend of Edward VII. Mrs. Greville, perhaps seeing in Margaret some reflection of her great-grandfather, took a great fancy to her and remembered her in her will when she died in 1942. With that much liquid capital, Margaret's friends have no doubt, she will begin at 21 to move onto the lists of the world's best-dressed women.

Meantime, as the world's leading debutante, she continues to have one of the world's best times. And most of the world would go along with the solid British officer who, when asked what he thought about it all, said, "Think of managing to have that much fun with everyone peering at you, with your parents in the position they are and with old Queen Mary in the background. I'd say it's a jolly good show."



LOW-CUT GOWN by Molyneux caused mutterings among Margaret's critics when she wore it to theater. With her are Duke of Edinburgh and the king.

New!

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14-oz. Iced Tea

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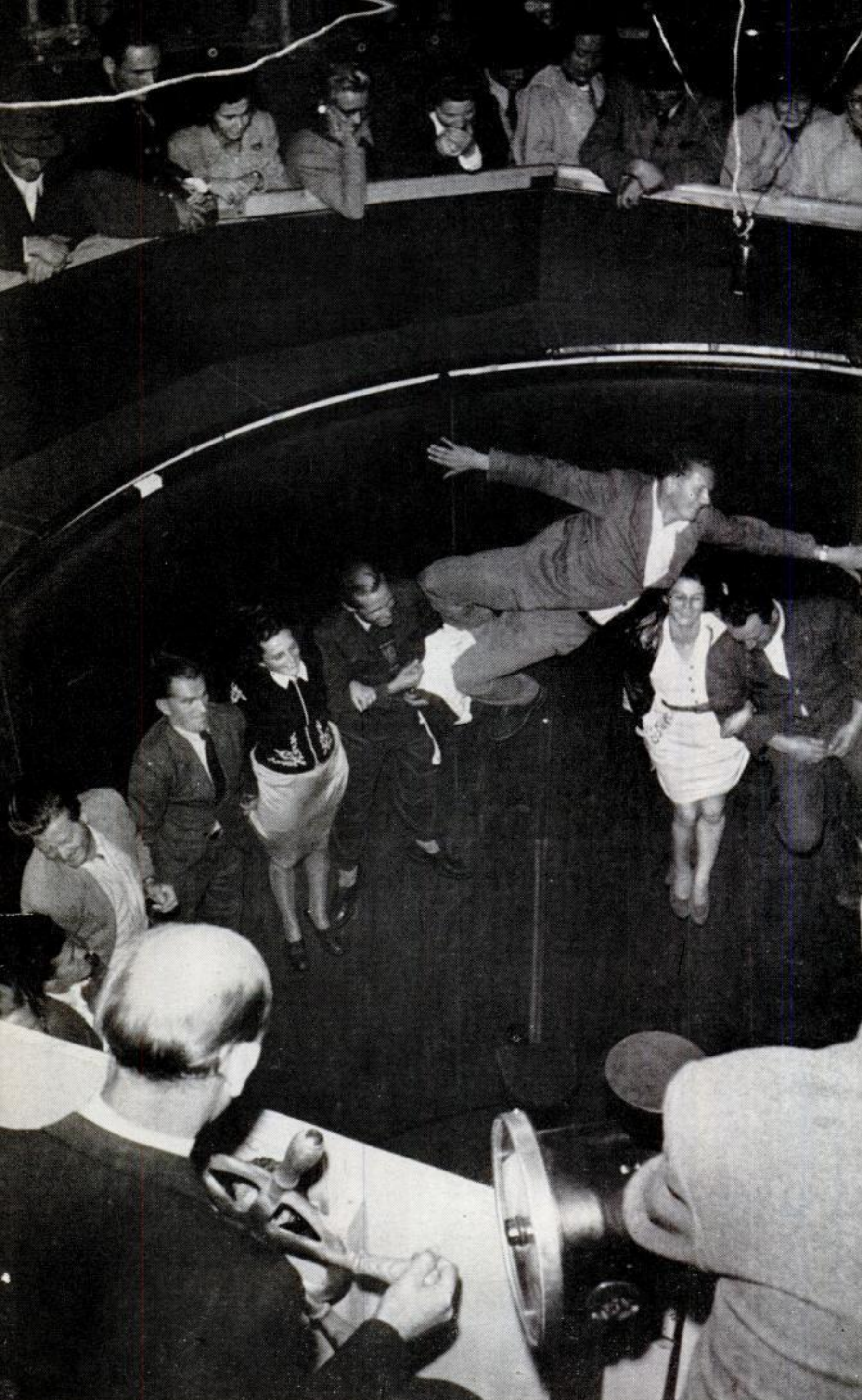
Freda Diamond, famous home-furnishings stylist and consultant

"This is the green that's advance fashion news! Our Emerald ties in perfectly with the green that the editors of House & Garden, in conjunction with outstanding decorators, are sponsoring as a key color in home furnishings for 1949-50."

LIBBEY GLASS



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AT FULL SPEED spinners whirl around, held against the wall of barrel. One (center) has pushed himself almost to top. Inventor Hoffmeister (left, foreground) is at controls.

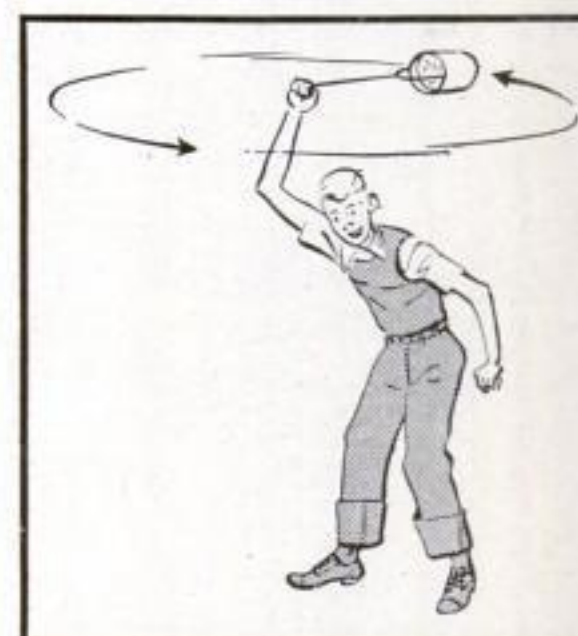


TIERS OF SPECTATORS WATCH SPINNERS

Life Goes Spinning in a Barrel

The Germans have some fun with centrifugal force

For Germans who like to get themselves spun around like clothes in a washing machine, an ingenious inventor named Hoffmeister has come up with a huge barrel-like device which is the hit of the Munich fair. Called a Varios Rotor, it is a barrel 12 feet in diameter. The fairgoers enter it 15 at a time and take their places around its wall. Then it starts to spin. When it has reached a speed of 15 mph and the customers are held against the wall by a centrifugal force about twice that of gravity, the floor of the barrel is lowered seven feet. With hats and purses stuck fast beside them, the happy victims whirl around, screaming, until the speed decreases and they slip to the floor.



SAME FORCE that holds water in whirling pail supports people



AS SPIN STARTS, the customers stand on the barrel's floor and Hoffmeister (left) gets ready to try some tricks.



UPSIDE DOWN on his back, Hoffmeister edges way toward pretty girl. The barrel's floor has now been lowered.

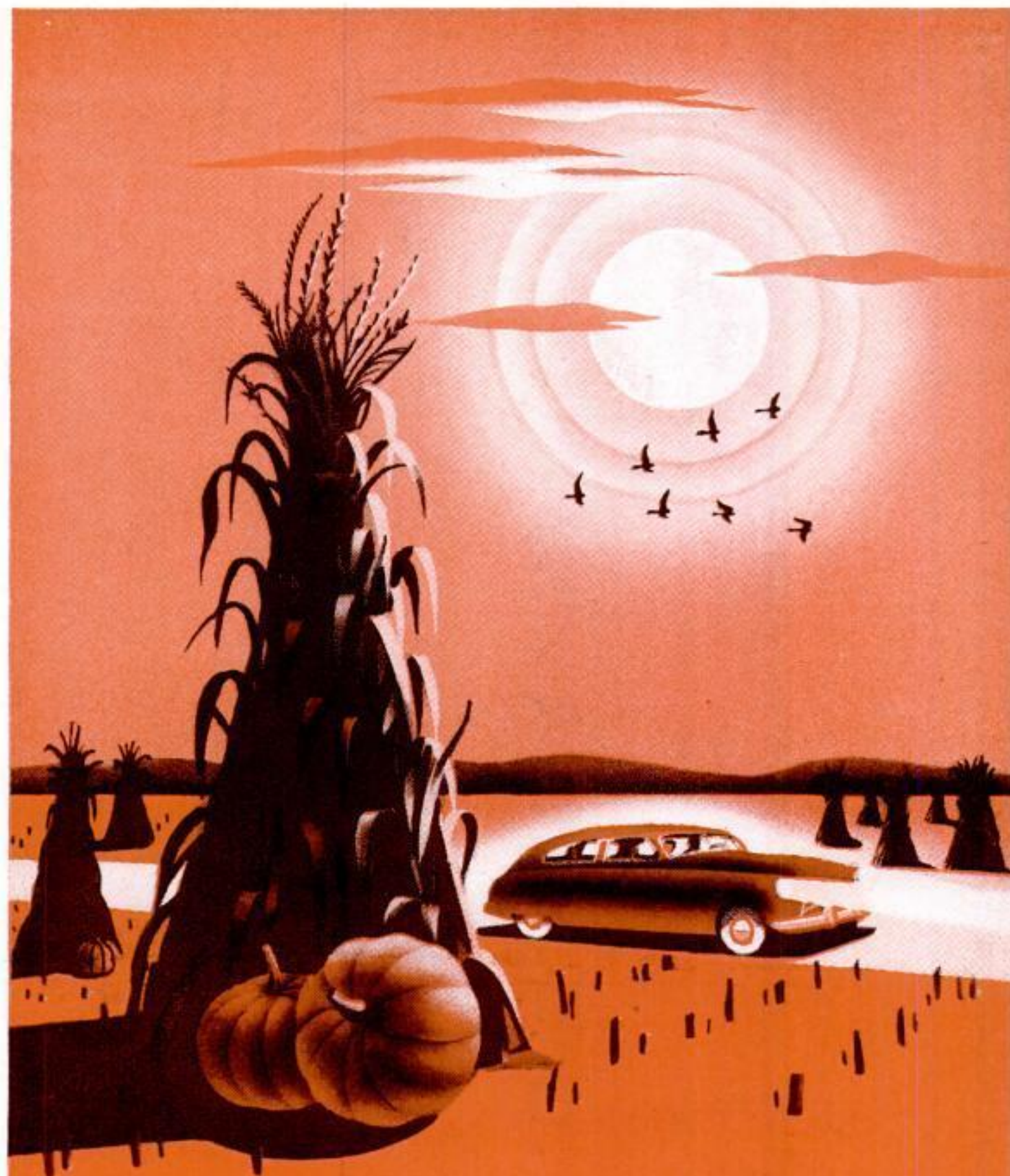


BARREL SLOWS DOWN and Hoffmeister slips to the floor, tries to pull the girl down. Other man is still on wall



WITH A PIERCING SQUEAL a girl clutches at her skirts, which have begun to ride up in the general direction of her hips as the barrel starts to lose speed and she begins to

slip down the wall. The two men on the wall beside her have not begun to slide yet because the fuzzy texture of their clothing provides enough friction to hold them in place.



CHANGING SEASON

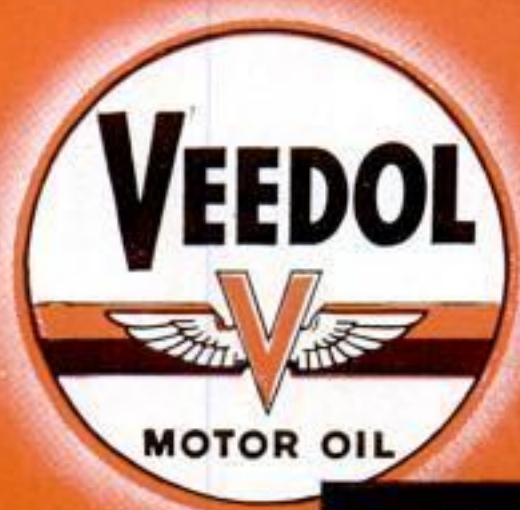
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Spinning Barrel CONTINUED



HATS ABOVE THEM seemingly glued to the wall, these three old friends revolve happily together. They will slip down to the floor before their hats.



SPINSICK SPINNERS stagger around in bottom of the barrel after their ride. Photographer who took spinning pictures was strapped to pole in center.

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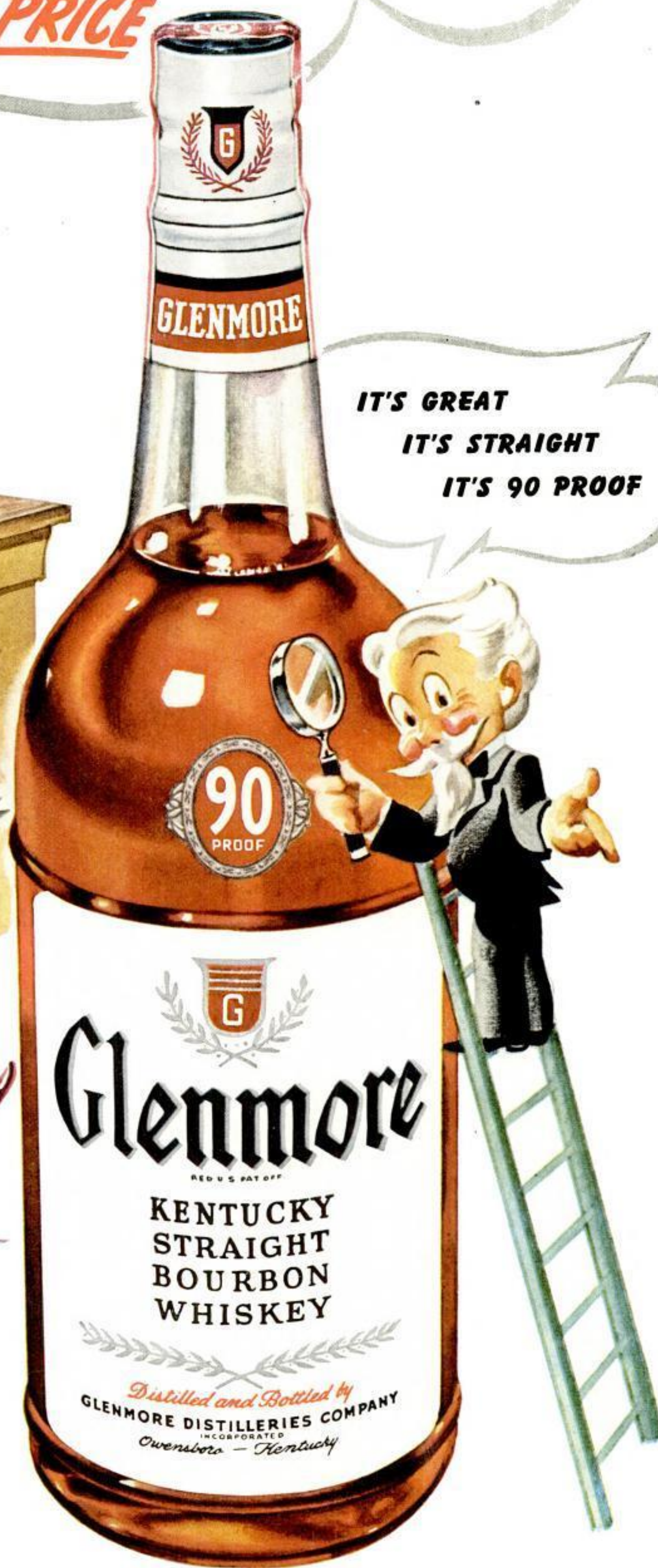
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There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! Buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more* real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! It's a finer, milder, more enjoyable cigarette!

L. MURRAY MANGUM, independent tobacco buyer of Oxford, N. C., says: "Year after year, I've seen the makers of Luckies buy the kind of tobacco that tastes good and smokes good!" Mr. Mangum has smoked Luckies for 20 years. Here's more evidence that Luckies are a finer cigarette!



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